Design Resource

Willow Wicker

Design Development and Training Workshop
by
Iti Sethi
Craft Development Institute, Srinagar

Source:
https://dsource.in/resource/willow-wicker

1. Introduction
2. Slide Show
3. Contact Details

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Introduction

Willow:
Willow grows locally around Srinagar and has a long history of being used for making household products of everyday use. Traditionally big lids/ dish covers were made to cover meat dishes at ceremonies and functions (wedding etc) baskets to transport vegetables, store meat and vegetables were also made.

Willow is extensively used in gift packaging. Since this is a big market, it should be explored and willow needs to be repositioned at the premium and exclusive end with gift packages with a lot of finesse and in combination with fabric, wood, etc. The subsequent workshops should be more intensive and aim at designing the whole process than just final forms.

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The Workshop:
Willow Wicker Design Development and Training workshop was held successfully at Craft Development Institute, CDI, Sringar during the period of 26th August 2004 to 11th September 2004 with the support of the office of Development Commissioner of Handicrafts Ministry of Textiles Govt of India.

This workshop can be considered as an initial step towards applying a methodology and market understanding to cater to a new market. The consumer segment was well defined and the product range can be explored even further. There is a need to introduce new finishes and colours and simple yet new ways of construction to attain a cutting edge over willow products from other regions.

Objective:
The objective was to develop a product range for house-hold usage based on the intrinsic properties of the material with emphasis on details and quality. The range has been designed for 3 basic settings revolving around a home with a special focus on storage.

These 3 settings are:

- outdoor eating
- exterior / patio
- Interior

The products developed during the workshop were primarily developed for the domestic market and more specifically for NATURE BAZAAR 04 which was organized by DASTAKAAR, an NGO which has worked a lot with artisans and in craft sector. Subsequently the products were also displayed in IGHF Autumn 04.

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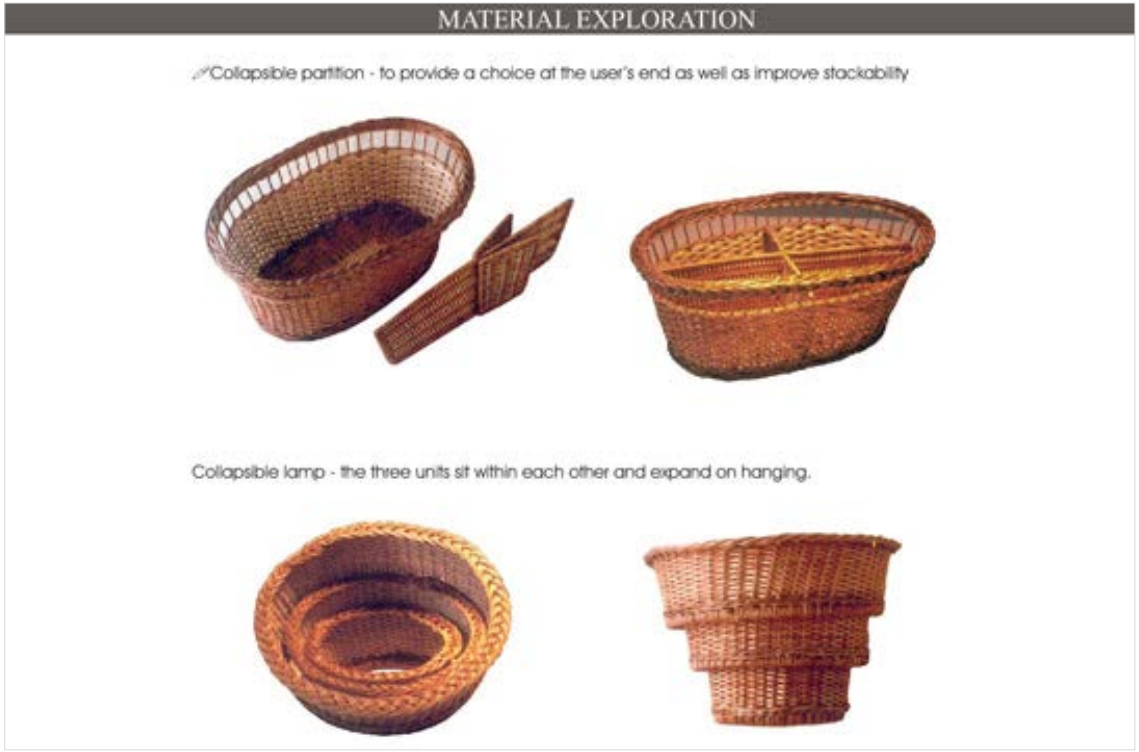
MATERIAL EXPLORATION
Collapsible partition - to provide a choice at the user's end as well as improve stackability
Collapsible lamp - the three units sit within each other and expand on hanging.

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Slide Show

Design process that was followed:

- Introduction
- Objectives
- Craft Process
- Material Exploration
- Design Concepts
- Prototypes
- Drawing and Specifications
- Conclusion
- Profiles
  - Designer's Profile
  - Workshop Participant Profile

Resource Downloads:

- Willow Wicker - Slide Show – pdf

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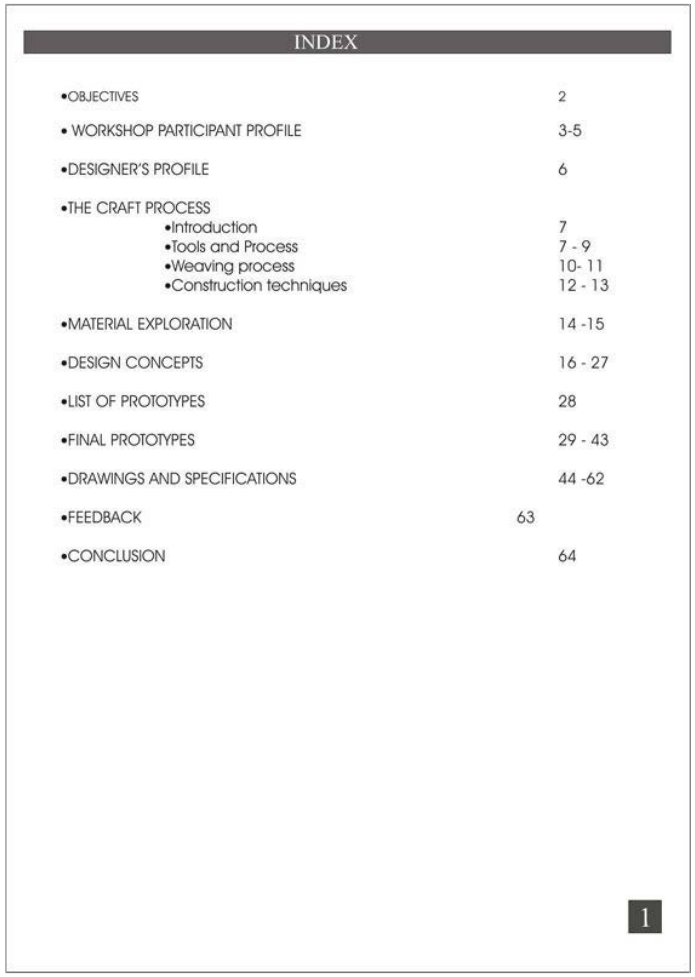
Design Development & Training Workshop

Willow Wicker
26th August -11th September 2004

Designer
Iti Sethi

Co ordination
CDI, Srinagar

Sponsor
Development Comissioner-(Handicrafts)
Ministry of Textiles, Govt. Of India



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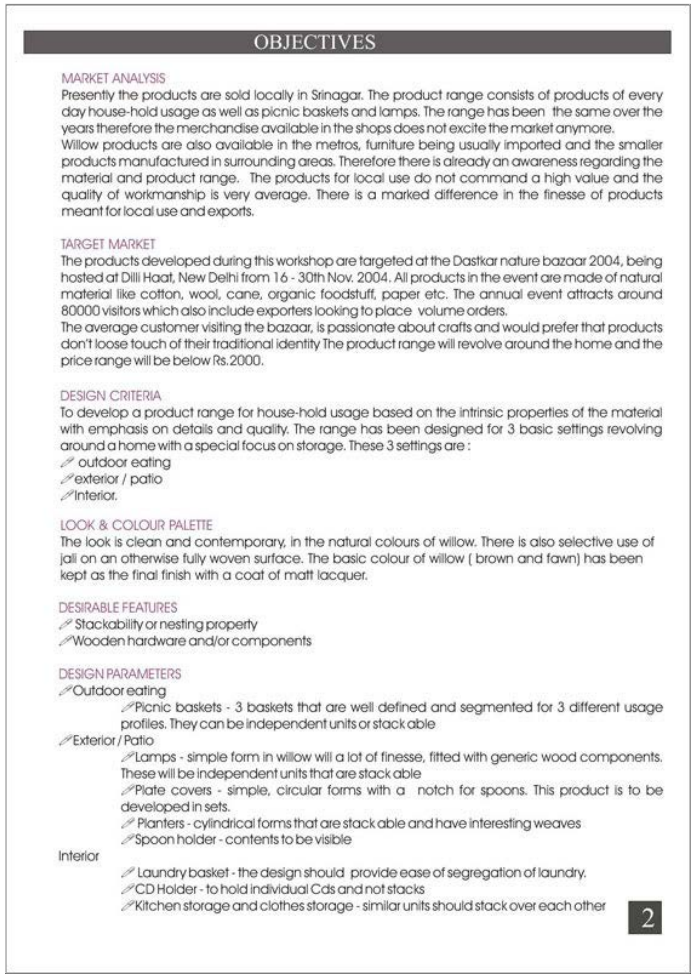


OBJECTIVES

MARKET ANALYSIS

Presently the products are sold locally in Srinagar. The product range consists of products of every day house-hold usage as well as picnic baskets and lamps. The range has been the same over the years therefore the merchandise available in the shops does not excite the market anymore.
Willow products are also available in the metros, furniture being usually imported and the smaller products manufactured in surrounding areas. Therefore there is already an awareness regarding the material and product range. The products for local use do not command a high value and the quality of workmanship is very average. There is a marked difference in the finesse of products meant for local use and exports.

TARGET MARKET

The products developed during this workshop are targeted at the Dastkar nature bazaar 2004, being hosted at Dilli Haat, New Delhi from 16 - 30th Nov. 2004. All products in the event are made of natural material like cotton, wool, cane, organic foodstuff, paper etc. The annual event attracts around 80000 visitors which also include exporters looking to place volume orders.
The average customer visiting the bazaar, is passionate about crafts and would prefer that products don't loose touch of their traditional identity The product range will revolve around the home and the price range will be below Rs.2000.

DESIGN CRITERIA

To develop a product range for house-hold usage based on the intrinsic properties of the material with emphasis on details and quality. The range has been designed for 3 basic settings revolving around a home with a special focus on storage. These 3 settings are :

- outdoor eating
- exterior / patio
- Interior.

LOOK & COLOUR PALETTE

The look is clean and contemporary, in the natural colours of willow. There is also selective use of jali on an otherwise fully woven surface. The basic colour of willow (brown and fawn) has been kept as the final finish with a coat of matt lacquer.

DESIRABLE FEATURES

- Stackability or nesting property
- Wooden hardware and/or components

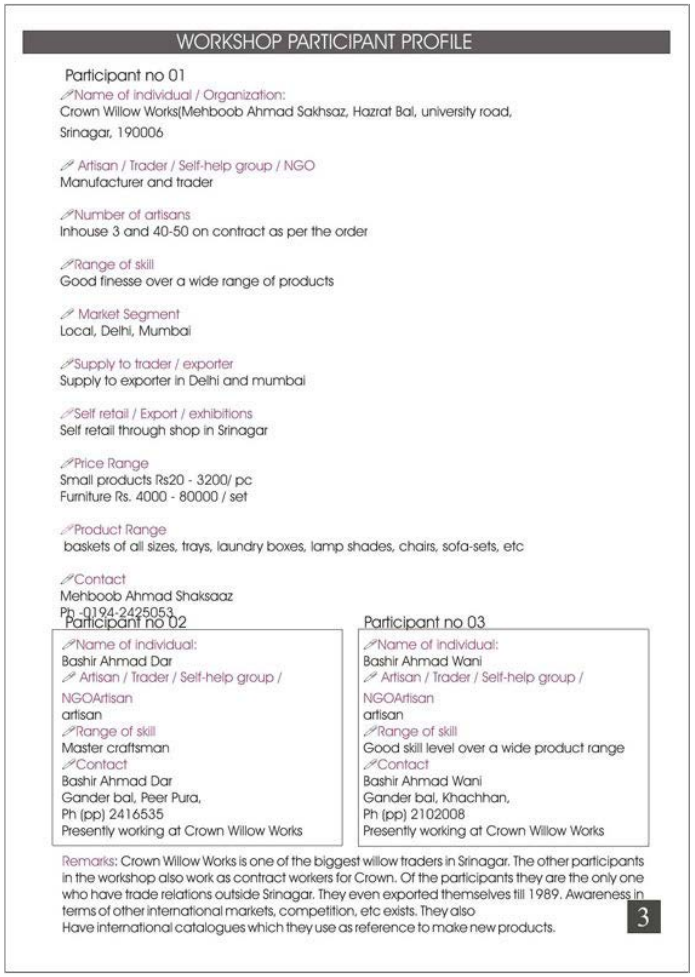
DESIGN PARAMETERS

- Outdoor eating
  - Picnic baskets - 3 baskets that are well defined and segmented for 3 different usage profiles. They can be independent units or stack able
- Exterior / Patio
  - Lamps - simple form in willow will a lot of finesse, fitted with generic wood components. These will be independent units that are stack able
  - Plate covers - simple, circular forms with a notch for spoons. This product is to be developed in sets.
  - Planters - cylindrical forms that are stack able and have interesting weaves
  - Spoon holder - contents to be visible

Interior

- Laundry basket - the design should provide ease of segregation of laundry.
- CD Holder - to hold individual Cds and not stacks
- Kitchen storage and clothes storage - similar units should stack over each other

2



WORKSHOP PARTICIPANT PROFILE

Participant no 01

Name of individual / Organization:
Crown Willow Works(Mehboob Ahmad Sakhsaz, Hazrat Bal, university road, Srinagar, 190006

Artisan / Trader / Self-help group / NGO
Manufacturer and trader

Number of artisans
Inhouse 3 and 40-50 on contract as per the order

Range of skill
Good finesse over a wide range of products

Market Segment
Local, Delhi, Mumbai

Supply to trader / exporter
Supply to exporter in Delhi and mumbai

Self retail / Export / exhibitions
Self retail through shop in Srinagar

Price Range
Small products Rs20 - 3200/ pc
Furniture Rs. 4000 - 80000 / set

Product Range
baskets of all sizes, trays, laundry boxes, lamp shades, chairs, sofa-sets, etc

Contact
Mehboob Ahmad Shaksaaz
Ph -0194-2425053

Participant no 02

Name of individual:
Bashir Ahmad Dar
Artisan / Trader / Self-help group / NGOArtisan
artisan
Range of skill
Master craftsman
Contact
Bashir Ahmad Dar
Gander bal, Peer Pura,
Ph (pp) 2416535
Presently working at Crown Willow Works

Participant no 03

Name of individual:
Bashir Ahmad Wani
Artisan / Trader / Self-help group / NGOArtisan
artisan
Range of skill
Good skill level over a wide product range
Contact
Bashir Ahmad Wani
Gander bal, Khachhan,
Ph (pp) 2102008
Presently working at Crown Willow Works

Remarks: Crown Willow Works is one of the biggest willow traders in Srinagar. The other participants in the workshop also work as contract workers for Crown. Of the participants they are the only one who have trade relations outside Srinagar. They even exported themselves till 1989. Awareness in terms of other international markets, competition, etc exists. They also Have international catalogues which they use as reference to make new products.

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WORKSHOP PARTICIPANT PROFILE

Participant no 02

Name of individual: Shabir Ahmad Poto	Supply to trader / exporter: Supply to trader locally
Artisan / Trader / Self-help group / NGO: Artisan	Price Range: Small products Rs20 - 60/ pc.
Range of skill	Product Range: Round baskets of all sizes,
	Contact: Shabir Ahmad Poto

Participant no 03

Name of individual: Javed Ahmad Wani	Supply to trader / exporter: Supply to trader locally
Artisan / Trader / Self-help group / NGO: Artisan	Price Range: Small products Rs20 - 120/ pc.
Range of skill: Basic skill for all types of baskets	Product Range: open baskets of all shapes and sizes
Market Segment	Contact: Javed Ahmad Wani

Participant no 04

Name of individual: Mohd. Husain Wani	Supply to trader / exporter: Supply to trader locally
Artisan / Trader / Self-help group / NGO: Artisan	Price Range: Small products Rs20 - 200/ pc.
Range of skill: Good Skill for a wide product range	Product Range: Baskets, boxes with lids, trays
Market Segment: Local	Contact: Mohd. Husain Wani

Participant no 05

Name of individual: Riyaz Ahmad magray	Supply to trader / exporter: Supply to trader locally
Artisan / Trader / Self-help group / NGO: Artisan	Price Range: Small products Rs20 - 70/ pc.
Range of skill: Basic skill for all types of baskets	Product Range: open round baskets of all sizes
	Contact: Riyaz Ahmad Magray

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WORKSHOP PARTICIPANT PROFILE

Participant no 08

Name of individual: Ali Mohd Dar	Supply to trader / exporter: Supply to trader locally
Artisan / Trader / Self-help group / NGO: Artisan	Price Range: Small products Rs10 - 50/ pc.
Range of skill: Basic skill for regular round baskets	Product Range: Round baskets of all sizes,
Market Segment: Local	Contact: Ali Mohd Dar

Participant no 09

Name of individual: Ghulam Mohi ud udin Dar	Supply to trader / exporter: Supply to trader locally
Artisan / Trader / Self-help group / NGO: Artisan	Price Range: Small products Rs40 - 100/ pc.
Range of skill: Basic skill for all types of baskets	Product Range: open baskets of all shapes and sizes
Market Segment: Local	Contact: Ghulam Moh ud din Dar

Participant no 10

Name of individual: Tariq Ahmad Wani	Supply to trader / exporter: Supply to trader locally
Artisan / Trader / Self-help group / NGO: Artisan	Price Range: Small products Rs25 - 150/ pc.
Range of skill: Good Skill for a wide product range	Product Range: Baskets, boxes with lids, trays
Market Segment: Local	Contact: Tariq Ahmad Wani

Participant no 11

Name of individual: Mohd Ramzan Wani	Supply to trader / exporter: Supply to trader locally
Artisan / Trader / Self-help group / NGO: Artisan	Price Range: Small products Rs35 - 140/ pc.
Range of skill: Basic skill for all types of baskets	Product Range: open round baskets of all sizes
Market Segment: Local	Contact: Mohd Ramzan Wani

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DESIGNER'S PROFILE

Iti Seti is an accessory designer, based in Delhi.She is a gradute of NIFT,New Delhi and has been working in industry from last 5 years.

She has been associated with various developmental and commercial organisations, both national as well as international. She has been actively associated with various developmental organisations by being part of various welfare and design developmental projects.

Iti Seth believes that focus should be on applying design as a process tool in co operating aesthetics,functional logic, production feasibility and commercial viability.

She is presently attached with EPCH and is working with entrepreneurs from North East india and has designed 4 collections of products with one collection each in bamboo blinds,sital-patti, hand-bags, combination photo frames and cane+wood table top accessories.She has been professionally associated with AIPL, ODD,BAI and AFL for whom she has designed products for Pottery Baru, Banana Republic, IKEA, Ashley Furniture, Newell, Next, American pacific.

She is professionally attached with Pearl Academy of Fashion new Delhi.

Iti Seth
E-7, 11 Floor,
Green park Extension
New Delhi 110016
Tel: 011-31073281

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THE CRAFT PROCESS

INTRODUCTION

Willow grows locally around Srinagar and has a long history of being used for making household products of everyday use.
Traditionally big lids/ dish covers were made to cover meat dishes at ceremonies and functions (wedding etc) baskets to transport vegetables, store meat and vegetables were also made. This product range has expanded with exposure and time and tourist interest and now includes a wide range of products as varied as nick knack boxes, lamp shades, furniture and decorative

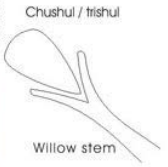
PROCESS and TOOLS

The grass which grows upto 8-15 ft high is cut and the leaves are plucked off. The stems are soaked in water for 3-6 days, the outer bark becomes soft and is scrubbed away with water and cloth to reveal the inner soft brown / tan core. This colour may vary from a fawn to a deep brown depending on the crop. These sticks are available in bundles as per the length and can be bought by weight. The approx. rates are -
Rs. 30/ kg for thick brown long bundles
Rs. 50/kg for thin brown bundles,
Rs. 40/kg for white long bundle and
Rs. 800/ kg for grey willow.

Willow bundles

The sticks need to be soaked in water before they can be worked upon. This makes then soft and flexible. Water also needs to be applied while weaving as dry willow becomes too rigid to weave.

Strips - to achieve the strips, the stick is split into 3 or 4 sections depending on the requirement using a wooden tool. The initial cuts are made with a knife and then the tool, a trishul (3 prongs) or chushul (4 prongs) is used and the entire length of the stick is split. The vertical / spinal supports are always whole sticks and strips are used to weave thru them.



Trishul

Chushu

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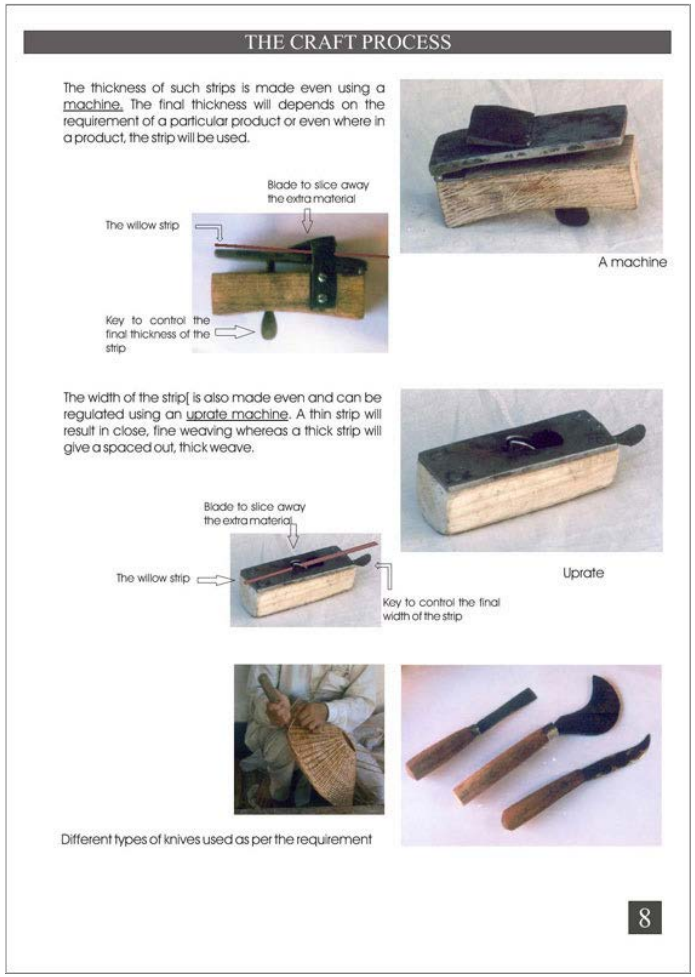
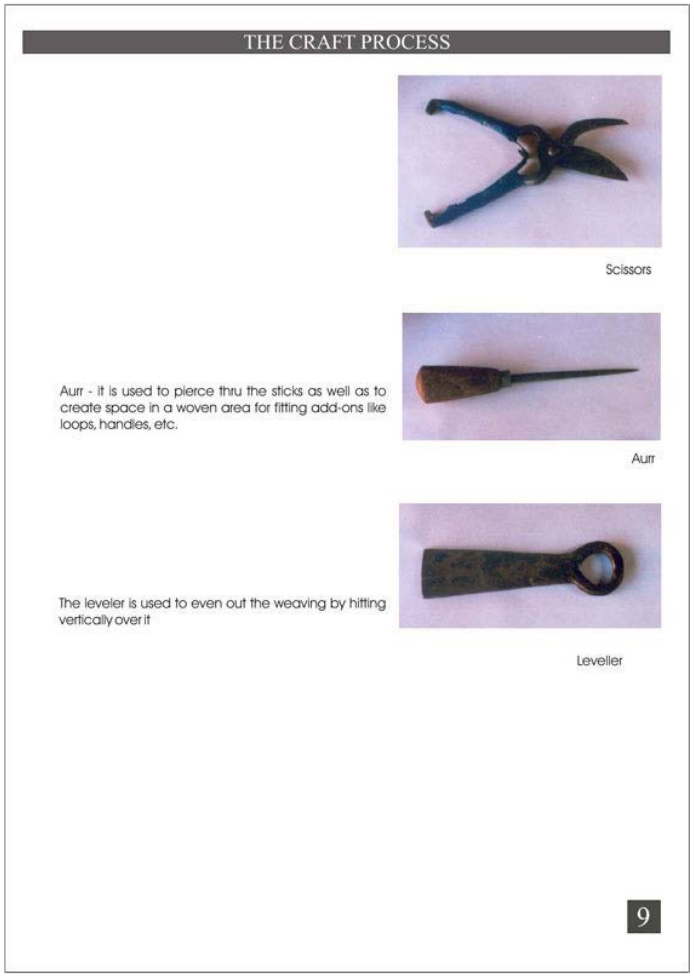

THE CRAFT PROCESS
The thickness of such strips is made even using a machine. The final thickness will depends on the requirement of a particular product or even where in a product, the strip will be used.
Blade to slice away the extra material
The willow strip
Key to control the final thickness of the strip
A machine
The width of the strip[is also made even and can be regulated using an uprate machine. A thin strip will result in close, fine weaving whereas a thick strip will give a spaced out, thick weave.
Blade to slice away the extra material
The willow strip
Key to control the final width of the strip
Uprate
Different types of knives used as per the requirement
8


THE CRAFT PROCESS
Scissors
Aurr - it is used to pierce thru the sticks as well as to create space in a woven area for fitting add-ons like loops, handles, etc.
Aurr
The leveler is used to even out the weaving by hitting vertically over it
Leveller
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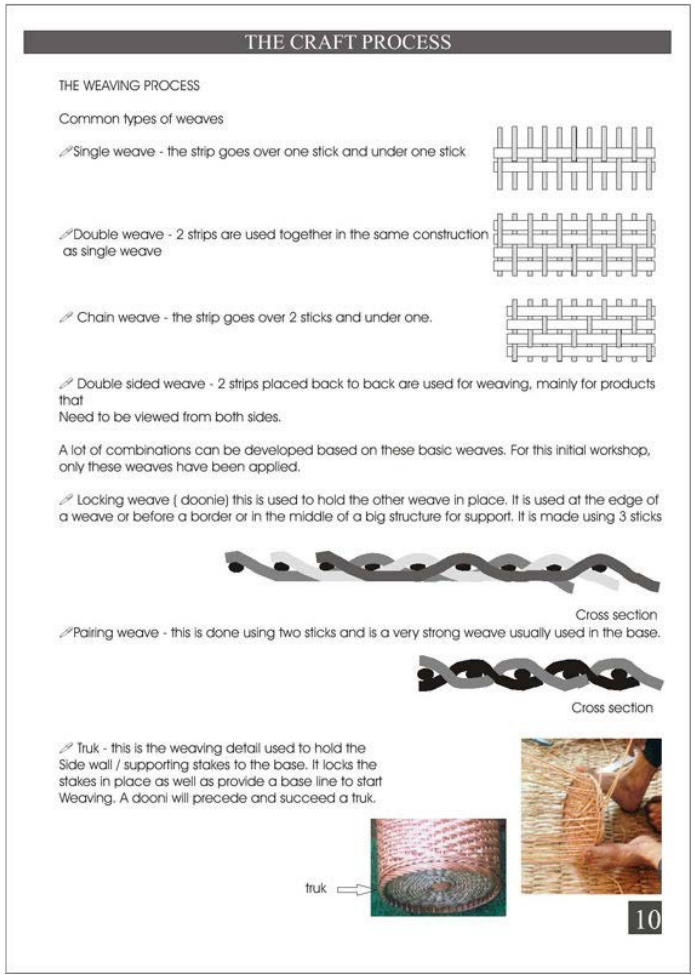
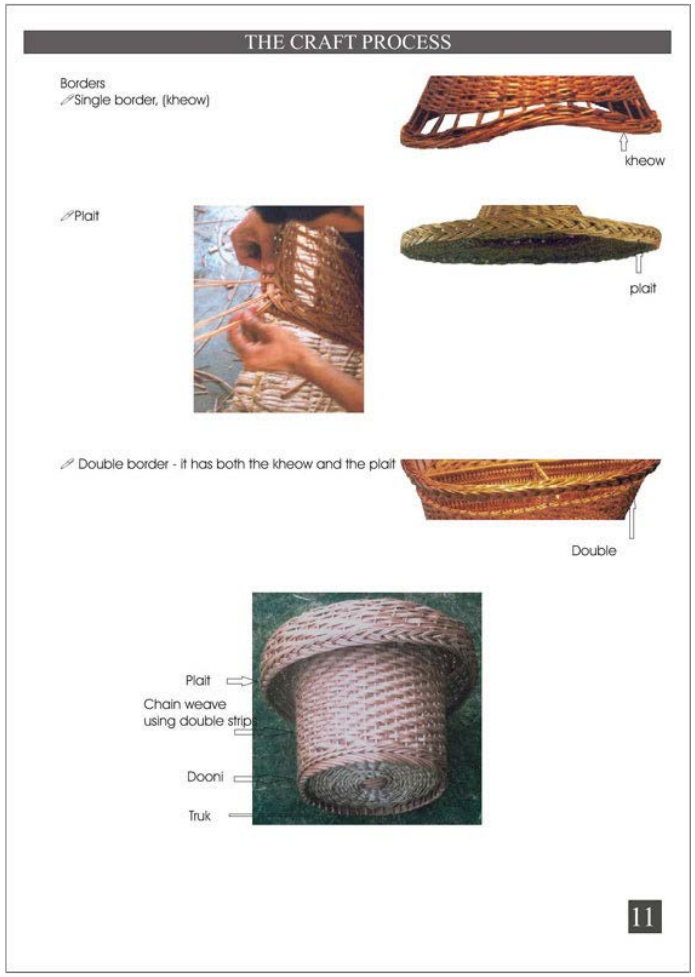

THE CRAFT PROCESS
THE WEAVING PROCESS
Common types of weaves
Single weave - the strip goes over one stick and under one stick
Double weave - 2 strips are used together in the same construction as single weave
Chain weave - the strip goes over 2 sticks and under one.
Double sided weave - 2 strips placed back to back are used for weaving, mainly for products that
Need to be viewed from both sides.
A lot of combinations can be developed based on these basic weaves. For this initial workshop, only these weaves have been applied.
Locking weave (doonie) this is used to hold the other weave in place. It is used at the edge of a weave or before a border or in the middle of a big structure for support. It is made using 3 sticks
Cross section
Pairing weave - this is done using two sticks and is a very strong weave usually used in the base.
Cross section
Truk - this is the weaving detail used to hold the Side wall / supporting stakes to the base. It locks the stakes in place as well as provide a base line to start Weaving. A dooni will precede and succeed a truk.
truk
10



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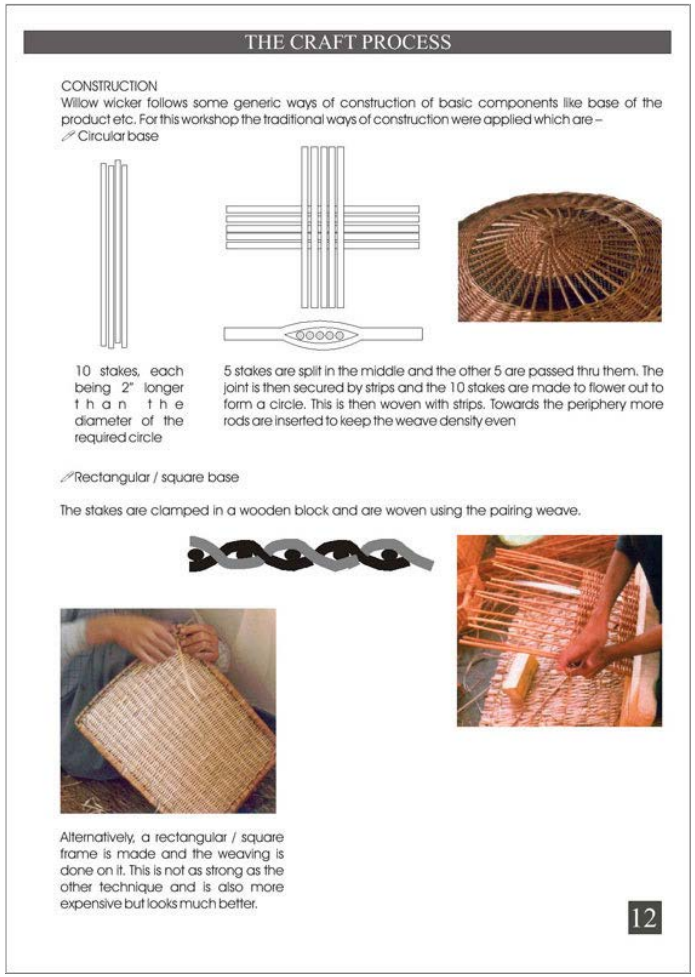
THE CRAFT PROCESS

CONSTRUCTION
Willow wicker follows some generic ways of construction of basic components like base of the product etc. For this workshop the traditional ways of construction were applied which are –
Circular base

10 stakes, each being 2" longer than the diameter of the required circle

5 stakes are split in the middle and the other 5 are passed thru them. The joint is then secured by strips and the 10 stakes are made to flower out to form a circle. This is then woven with strips. Towards the periphery more rods are inserted to keep the weave density even

Rectangular / square base

The stakes are clamped in a wooden block and are woven using the pairing weave.

Alternatively, a rectangular / square frame is made and the weaving is done on it. This is not as strong as the other technique and is also more expensive but looks much better.

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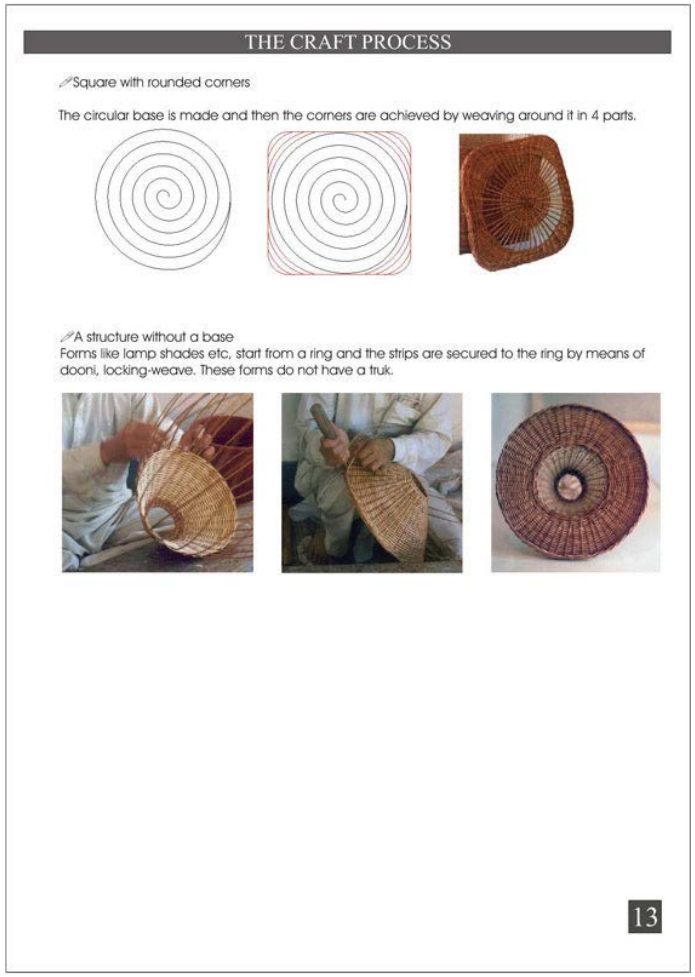
THE CRAFT PROCESS

Square with rounded corners

The circular base is made and then the corners are achieved by weaving around it in 4 parts.

A structure without a base
Forms like lamp shades etc, start from a ring and the strips are secured to the ring by means of dooni, locking-weave. These forms do not have a truk.

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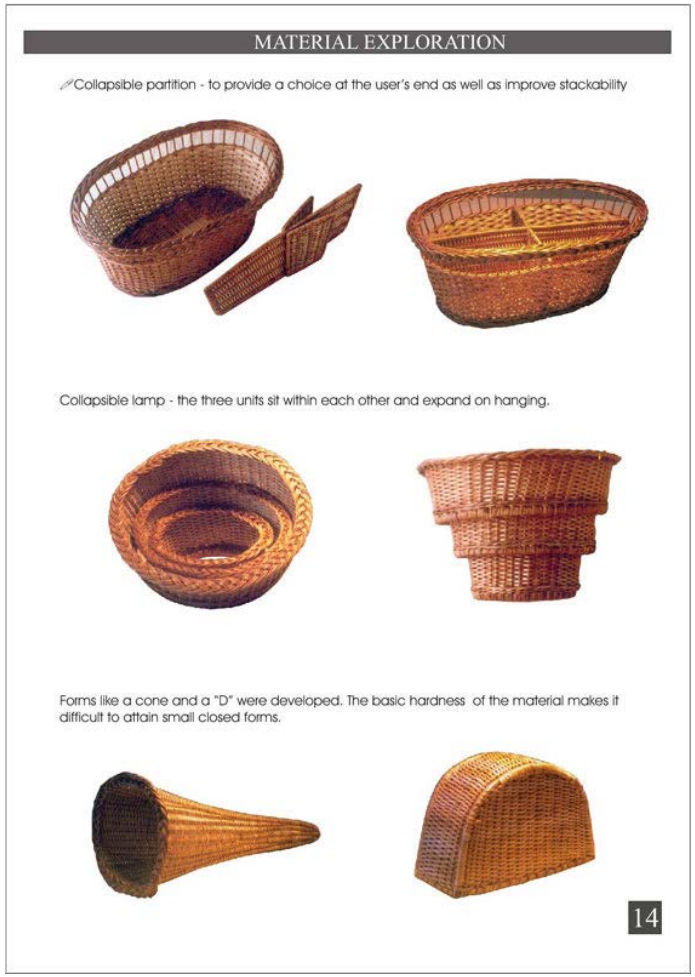
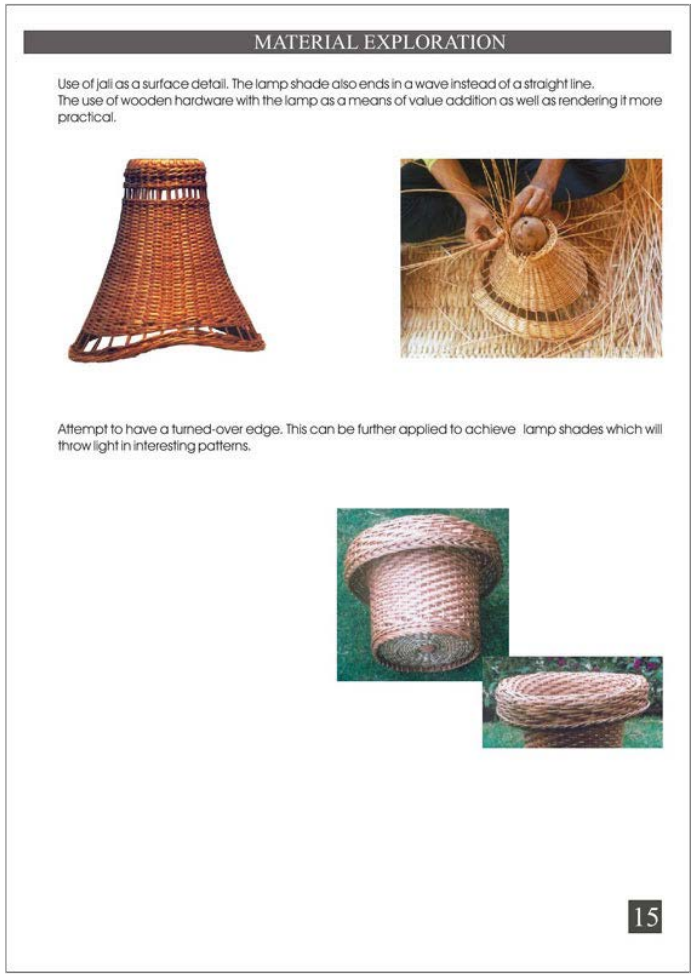

MATERIAL EXPLORATION
Collapsible partition - to provide a choice at the user's end as well as improve stackability
Collapsible lamp - the three units sit within each other and expand on hanging.
Forms like a cone and a "D" were developed. The basic hardness of the material makes it difficult to attain small closed forms.
14


MATERIAL EXPLORATION
Use of jali as a surface detail. The lamp shade also ends in a wave instead of a straight line.
The use of wooden hardware with the lamp as a means of value addition as well as rendering it more practical.
Attempt to have a turned-over edge. This can be further applied to achieve lamp shades which will throw light in interesting patterns.
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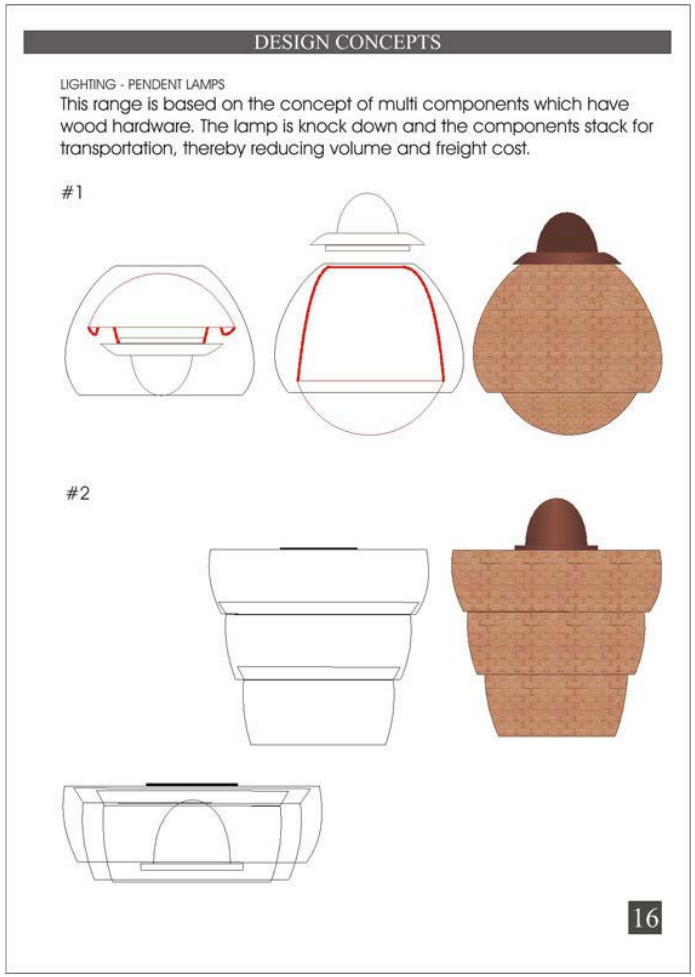
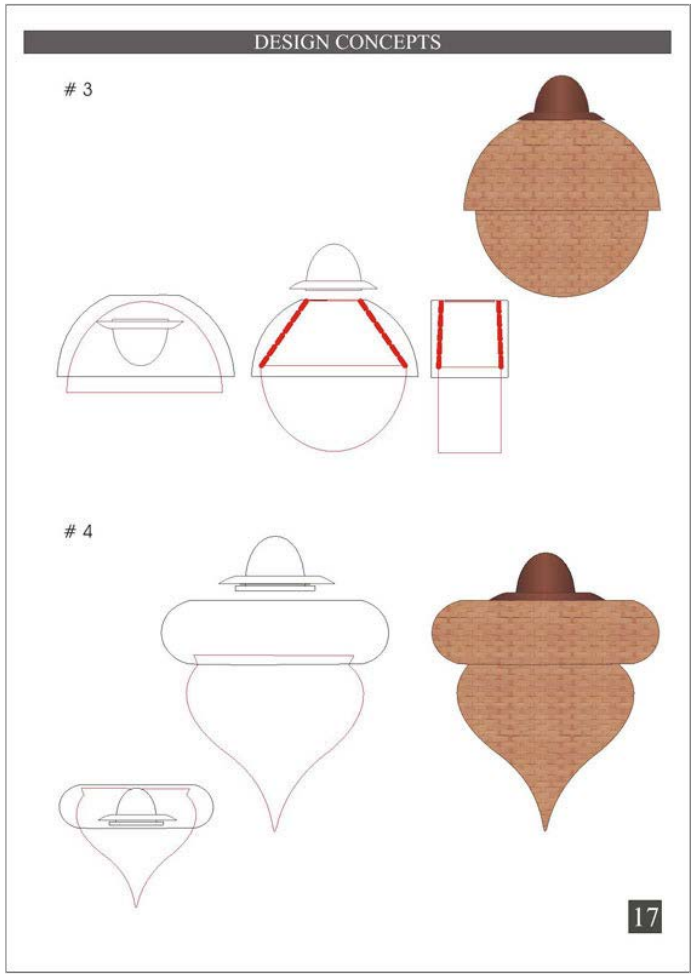

DESIGN CONCEPTS
LIGHTING - PENDENT LAMPS
This range is based on the concept of multi components which have wood hardware. The lamp is knock down and the components stack for transportation, thereby reducing volume and freight cost.
#1
#2
16



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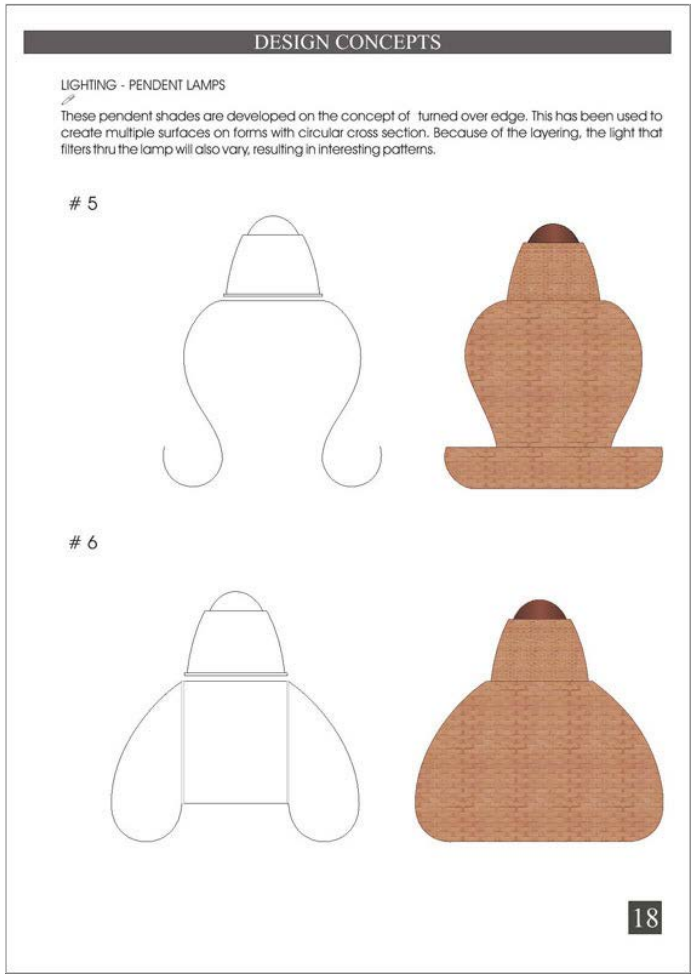
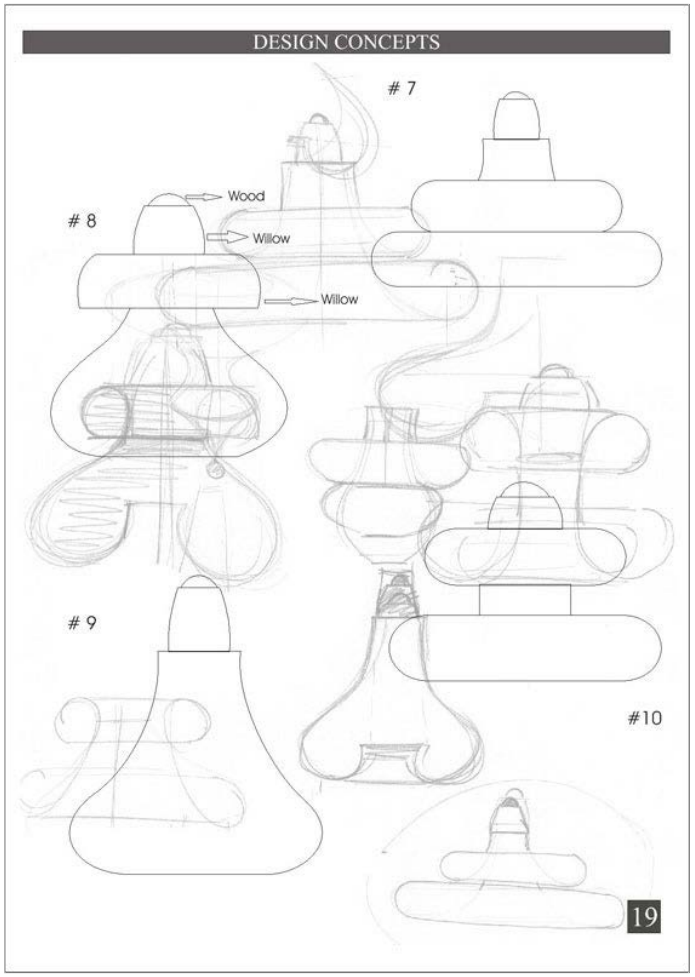

DESIGN CONCEPTS
LIGHTING - PENDENT LAMPS
These pendent shades are developed on the concept of turned over edge. This has been used to create multiple surfaces on forms with circular cross section. Because of the layering, the light that filters thru the lamp will also vary, resulting in interesting patterns.
5
6
18



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Willow Wicker

Design Development and Training Workshop

by
Iti Sethi
Craft Development Institute, Srinagar

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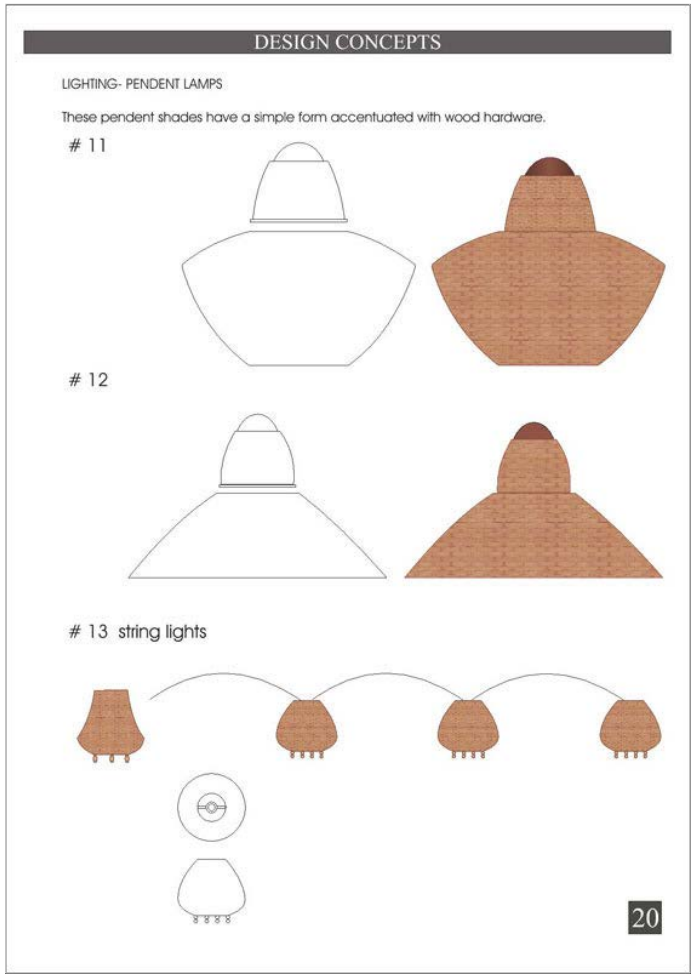

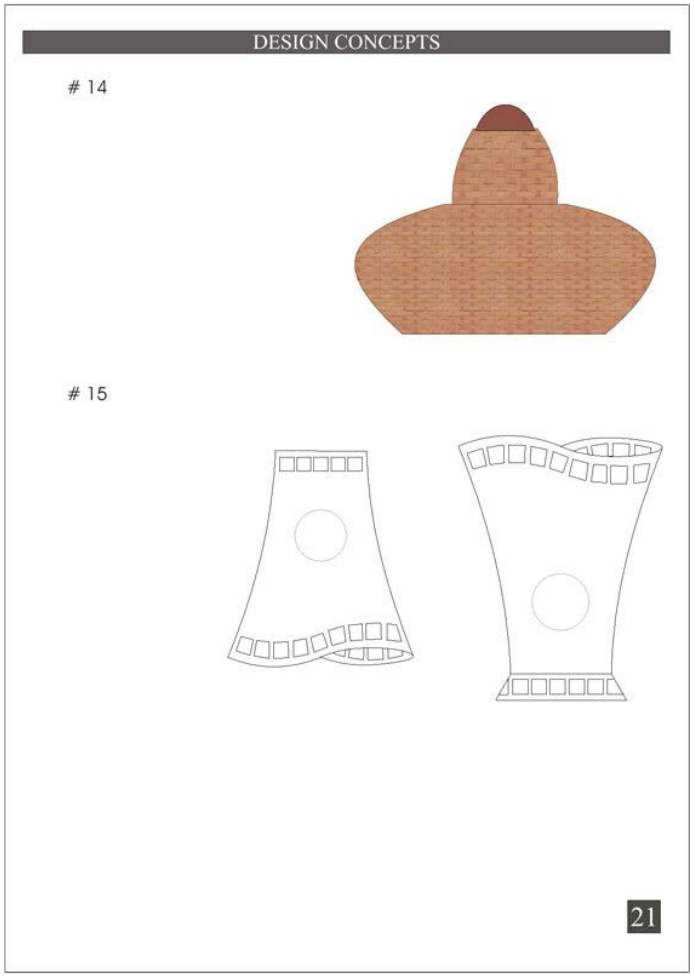

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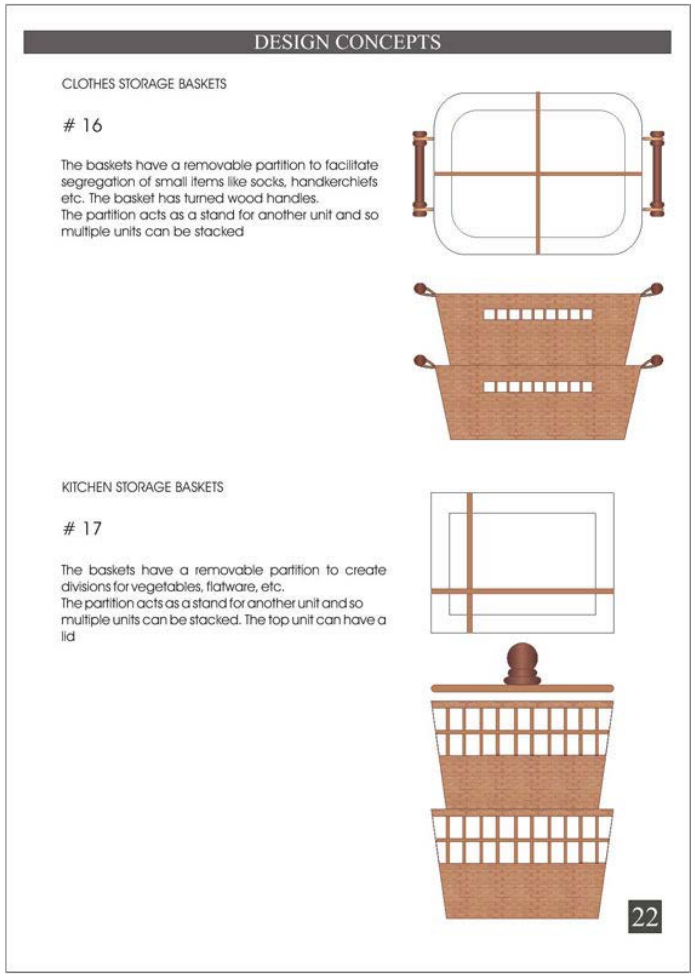
LIST OF PROTOTYPES

S.NO	PRODUCT	CODE	COST
1	Plate Covers(Set of 3)	WW/PC/A/001	Rs 230
2	Plate Covers(Set of 3)	WW/PC/B/002	Rs 180
3	Planter	WW/PL/RL/003	Rs 520
4	Planter	WW/PL/L/004	Rs 200
5	Laundry Basket	WW/LB/005	Rs 650
6	Laundry Basket	WW/LB/C/006	Rs 850
7	Laundry Basket	WW/LB/S/007	Rs 800
8	Laundry Basket	WW/LB//008	Rs 650
9	Picnic Basket	WW/PB/S/09	Rs 200
10	Picnic Basket	WW/PB/M/010	Rs 750
11	Pinic Backet	WW/PB/L/011	Rs 800
12	Kitchen Storage	WW/KS/012	Rs 320
13	Stackable Storage	WW/SS/013	Rs 320
14	CD Rack	WW/CR/014	Rs 200
15	CD Holder	WW/CD/015	Rs 150
16	Lamp Shade	WW/LS/D/016	Rs 240
17	Lamp Shade	WW/LS/C/017	Rs 230
18	Lamp Shade	WW/LS/R/018	Rs 230

28



DESIGN CONCEPTS

CLOTHES STORAGE BASKETS

16

The baskets have a removable partition to facilitate segregation of small items like socks, handkerchiefs etc. The basket has turned wood handles.
The partition acts as a stand for another unit and so multiple units can be stacked

KITCHEN STORAGE BASKETS

17

The baskets have a removable partition to create divisions for vegetables, flatware, etc.
The partition acts as a stand for another unit and so multiple units can be stacked. The top unit can have a lid

22

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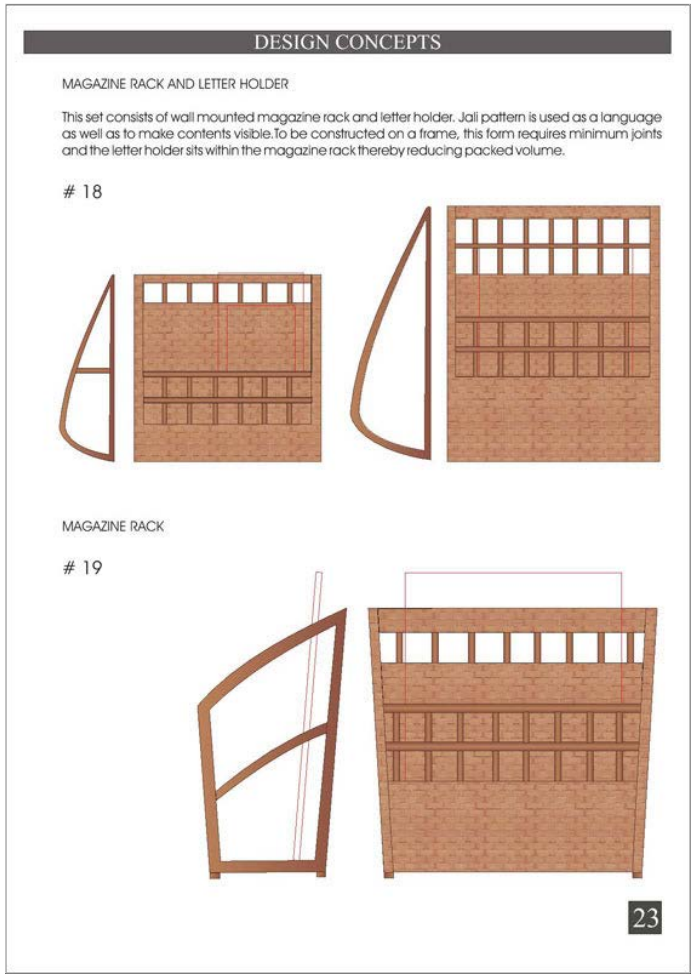
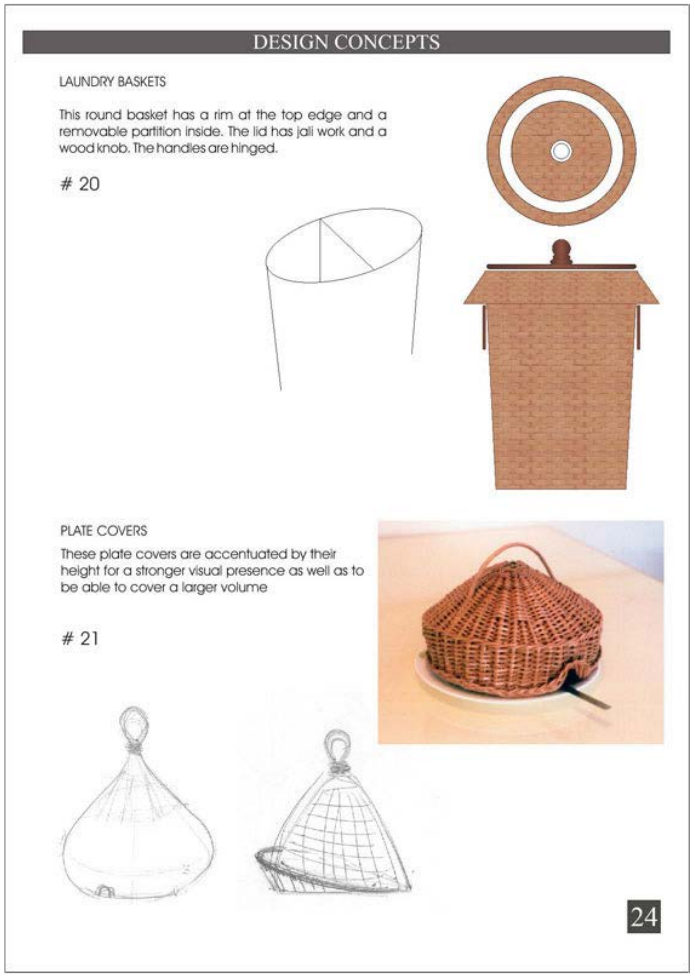

DESIGN CONCEPTS
MAGAZINE RACK AND LETTER HOLDER
This set consists of wall mounted magazine rack and letter holder. Jali pattern is used as a language as well as to make contents visible.To be constructed on a frame, this form requires minimum joints and the letter holder sits within the magazine rack thereby reducing packed volume.
18
MAGAZINE RACK
19
23


DESIGN CONCEPTS
LAUNDRY BASKETS
This round basket has a rim at the top edge and a removable partition inside. The lid has jali work and a wood knob. The handles are hinged.
20
PLATE COVERS
These plate covers are accentuated by their height for a stronger visual presence as well as to be able to cover a larger volume
21
24

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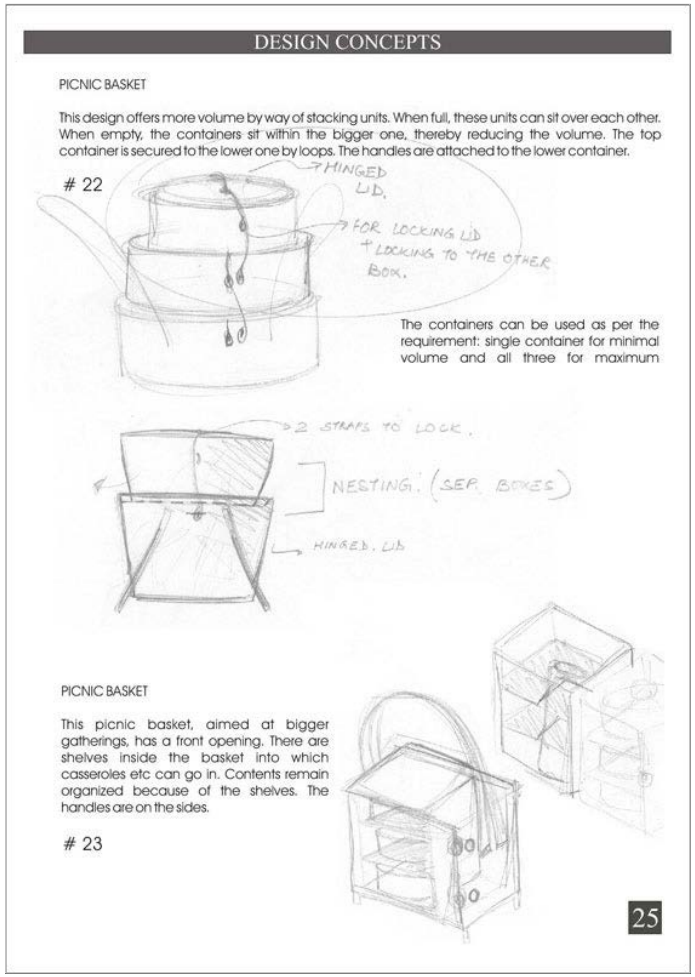
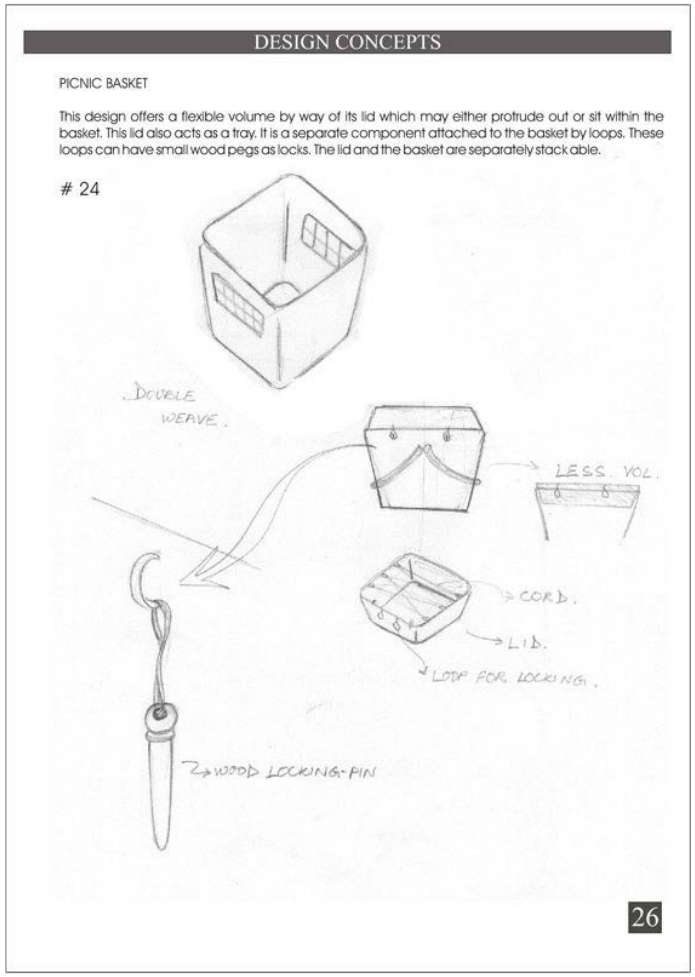

DESIGN CONCEPTS
PICNIC BASKET
This design offers more volume by way of stacking units. When full, these units can sit over each other. When empty, the containers sit within the bigger one, thereby reducing the volume. The top container is secured to the lower one by loops. The handles are attached to the lower container.
22
HINGED LID.
FOR LOCKING LID + LOCKING TO THE OTHER BOX.
The containers can be used as per the requirement: single container for minimal volume and all three for maximum
2 STRAPS TO LOCK.
NESTING. (SEP. BOXES)
HINGED LID
PICNIC BASKET
This picnic basket, aimed at bigger gatherings, has a front opening. There are shelves inside the basket into which casseroles etc can go in. Contents remain organized because of the shelves. The handles are on the sides.
23
25


DESIGN CONCEPTS
PICNIC BASKET
This design offers a flexible volume by way of its lid which may either protrude out or sit within the basket. This lid also acts as a tray. It is a separate component attached to the basket by loops. These loops can have small wood pegs as locks. The lid and the basket are separately stack able.
24
DOUBLE WEAVE.
LESS VOL.
CORD.
LID.
LOOP FOR LOCKING.
WOOD LOCKING-PIN
26

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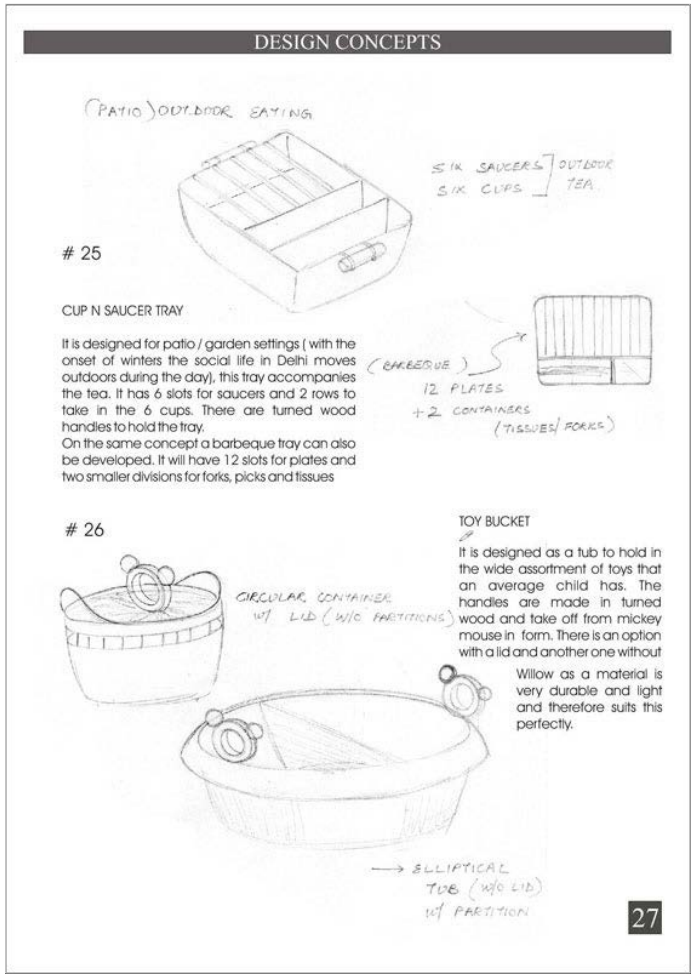

DESIGN CONCEPTS

(PATIO) OUTDOOR EATING

SIX SAUCERS / SIX CUPS — OUTDOOR TEA

25

CUP N SAUCER TRAY

It is designed for patio / garden settings (with the onset of winters the social life in Delhi moves outdoors during the day), this tray accompanies the tea. It has 6 slots for saucers and 2 rows to take in the 6 cups. There are turned wood handles to hold the tray.
On the same concept a barbeque tray can also be developed. It will have 12 slots for plates and two smaller divisions for forks, picks and tissues

(BARBEQUE) — 12 PLATES + 2 CONTAINERS (TISSUES/ FORKS)

26

TOY BUCKET

It is designed as a tub to hold in the wide assortment of toys that an average child has. The handles are made in turned wood and take off from mickey mouse in form. There is an option with a lid and another one without

Willow as a material is very durable and light and therefore suits this perfectly.

CIRCULAR CONTAINER W/ LID (W/O PARTITIONS)

→ ELLIPTICAL TUB (W/O LID) W/ PARTITION

27

PRODUCT RANGE

PATIO SETTING

PROTOTYPE -1
PRODUCT - PLANTER

It's a set of 4 planters, one big and 3 identical smaller ones that fit in it.
The base is circular and the walls are done in double weave, using 2 strips together. There is a jali at the top and the planter ends in a double border

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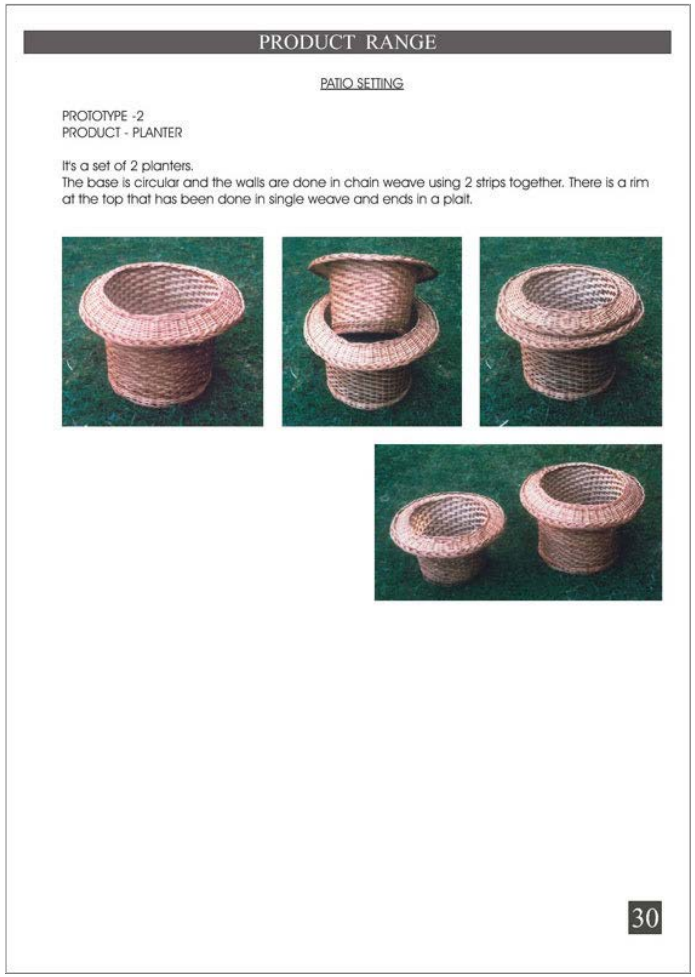


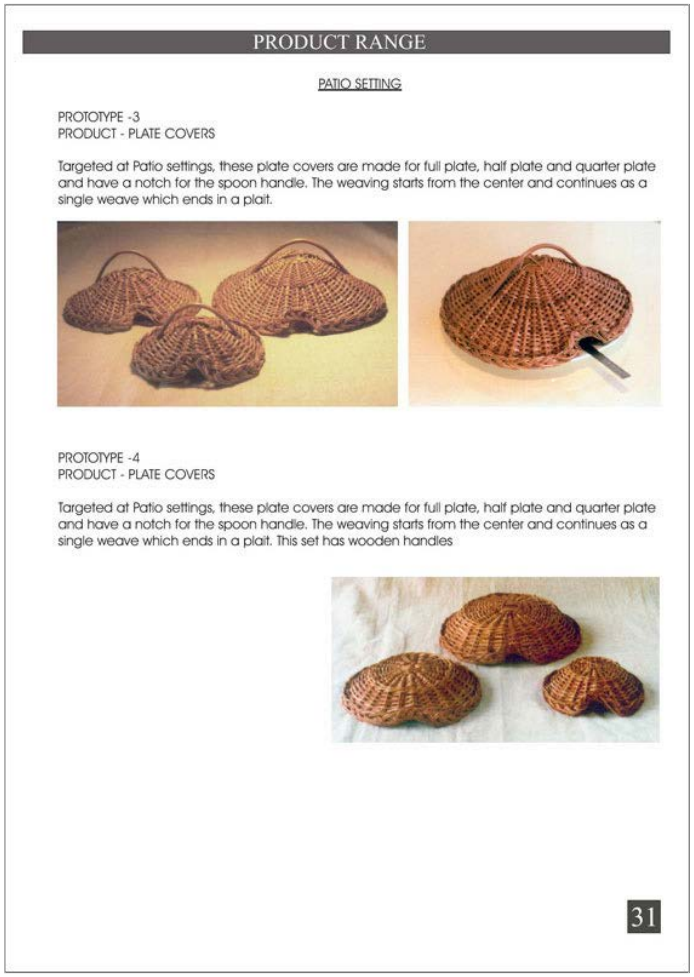
PRODUCT RANGE

PATIO SETTING

PROTOTYPE -2
PRODUCT - PLANTER

It's a set of 2 planters.
The base is circular and the walls are done in chain weave using 2 strips together. There is a rim at the top that has been done in single weave and ends in a plait.

30



PRODUCT RANGE

PATIO SETTING

PROTOTYPE -3
PRODUCT - PLATE COVERS

Targeted at Patio settings, these plate covers are made for full plate, half plate and quarter plate and have a notch for the spoon handle. The weaving starts from the center and continues as a single weave which ends in a plait.

PROTOTYPE -4
PRODUCT - PLATE COVERS

Targeted at Patio settings, these plate covers are made for full plate, half plate and quarter plate and have a notch for the spoon handle. The weaving starts from the center and continues as a single weave which ends in a plait. This set has wooden handles

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PRODUCT RANGE

PATIO SETTING

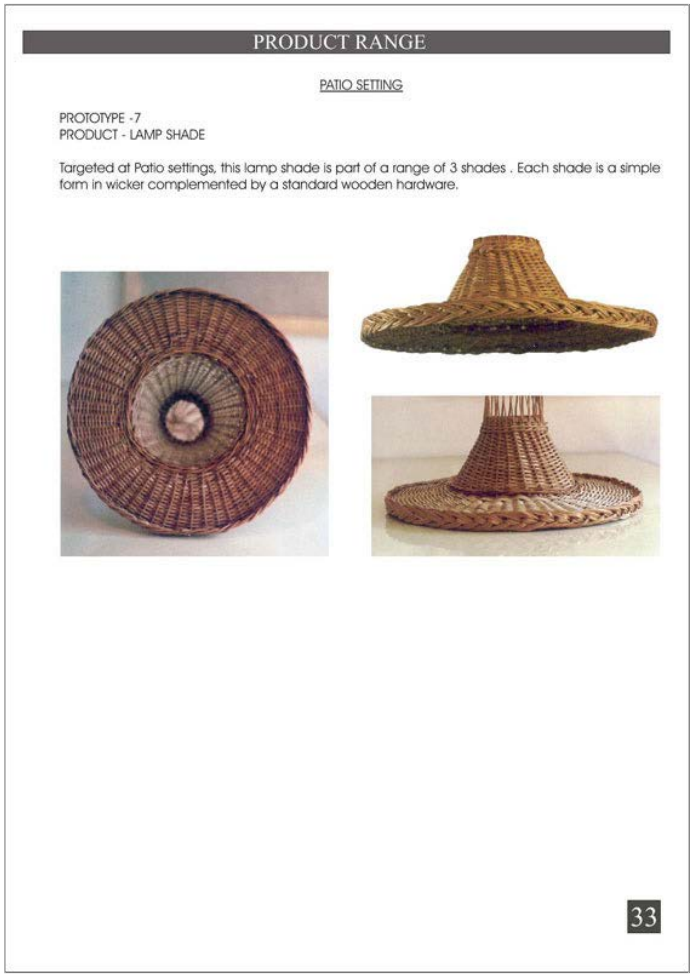
PROTOTYPE -5
PRODUCT - LAMP SHADE

Targeted at Patio settings, this lamp shade is part of a range of 3 shades . Each shade is a simple form in wicker complemented by a standard wooden hardware.

PROTOTYPE -6
PRODUCT - LAMP SHADE

Targeted at Patio settings, this lamp shade is part of a range of 3 shades . Each shade is a simple form in wicker complemented by a standard wooden hardware.

32


PRODUCT RANGE

PATIO SETTING

PROTOTYPE -7
PRODUCT - LAMP SHADE

Targeted at Patio settings, this lamp shade is part of a range of 3 shades . Each shade is a simple form in wicker complemented by a standard wooden hardware.

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PRODUCT RANGE

PATIO SETTING

PROTOTYPE -8
PRODUCT - SPOON HOLDER

Targeted at Patio settings, the spoon holder uses jali work as the main body and has four exterior divisions to put in 4 different articles though the inside cavity is single. Due to the jali work the contents are visible. There is a wood knob at the top. The spoon holders are developed in two sizes- the bigger one to hold table spoon, table knife, table fork, etc and the smaller to hold fruit forks, coffee spoons, olive picks, etc.

34

PRODUCT RANGE

OUTDOOR SETTING

PROTOTYPE - 9
PRODUCT - PICNIC BASKET

It's the smallest of a range of 3 picnic baskets. It is without lid and has a guide to support bottles. This guide can also move out of the way to create more space in the basket. The handles are hinged and fold down when not in use. Multiple units are stackable.
The base is rectangular and the sides are done in double weave, using 2 strips together. A double border runs along the edge. The handles and the bottle guide are made of willow framework and willow strips wound over it

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PRODUCT RANGE

OUTDOOR SETTING

PROTOTYPE -10
PRODUCT - PICNIC BASKET

This picnic basket is aimed at outdoor eating with a touch of celebration to it. It has a small tray and bottle holder inside that can be taken out and used as separate entities while eating. The tray can be used to hold smaller articles like flatware, napkins, cups, etc. The bottle holder can also accommodate champagne bottles.
The base is rectangular and the walls are done in double weave, using 2 strips together. A double border runs along the edge. The handles hang along the body and are made of willow framework and willow strips wound over it. the lid is removable and is attached with 2 loops on

36

PRODUCT RANGE

OUTDOOR SETTING

PROTOTYPE -11
PRODUCT - PICNIC BASKET

This picnic basket is aimed at larger gatherings or big family outings. A large basket is complemented by a tray inside which can be used to carry flatware, napkins, seasonings, etc. The tray also has holes which act as guides to support bottles
The base is rectangular and the walls are done in double weave, using 2 strips together. A double border runs along the edge. The handles hang along the body and are made of willow framework and willow strips wound over it. the lid is removable and is attached with a loop on both sides. For transportation and storage, the lids are kept stacked separately and the baskets bodies can be stacked separately.

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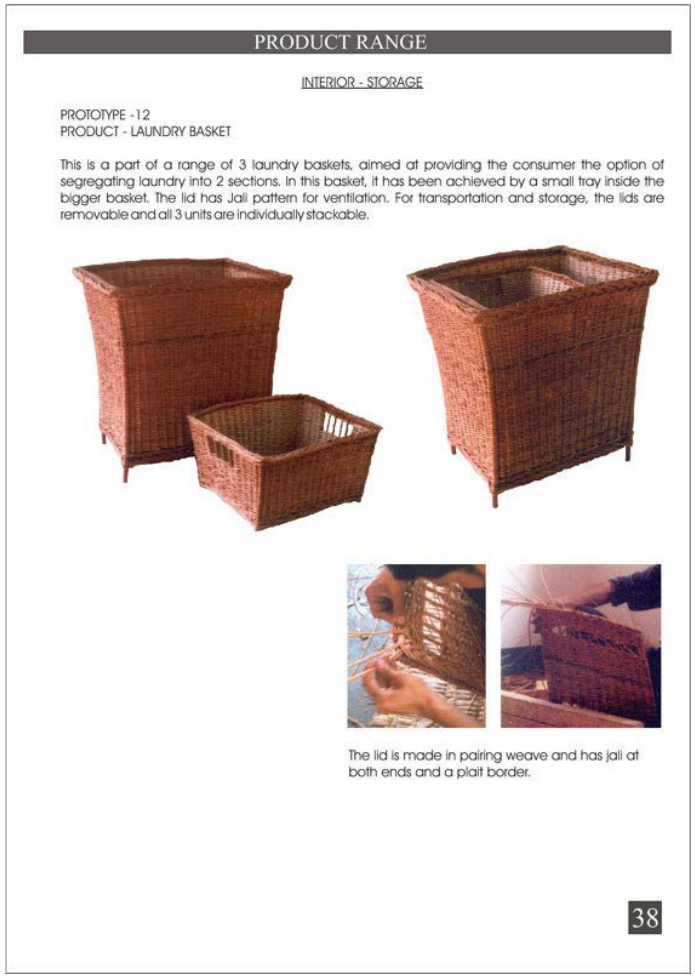
PRODUCT RANGE

INTERIOR - STORAGE

PROTOTYPE -12
PRODUCT - LAUNDRY BASKET

This is a part of a range of 3 laundry baskets, aimed at providing the consumer the option of segregating laundry into 2 sections. In this basket, it has been achieved by a small tray inside the bigger basket. The lid has Jali pattern for ventilation. For transportation and storage, the lids are removable and all 3 units are individually stackable.

The lid is made in pairing weave and has jali at both ends and a plait border.

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PRODUCT RANGE

INTERIOR - STORAGE

PROTOTYPE -13
PRODUCT - LAUNDRY BASKET - option 1

This is a part of a range of 3 laundry baskets, aimed at providing the consumer the option of segregating laundry into 2 sections. In this basket, it has been achieved by stacking 2 units over each other. The lower unit has a window for shoving in laundry and the top one is accessible from the top. The lid has a jali pattern and is held in place with two loops.
For transportation and storage, the lids are removable and all 3 units are individually stackable.

PROTOTYPE -12
PRODUCT - LAUNDRY BASKET - option 2

This design has two identical units stacking over each other for useage and also being individually stacking into each other for transportation. There is a separate element that sits between the two units and holds them in place.

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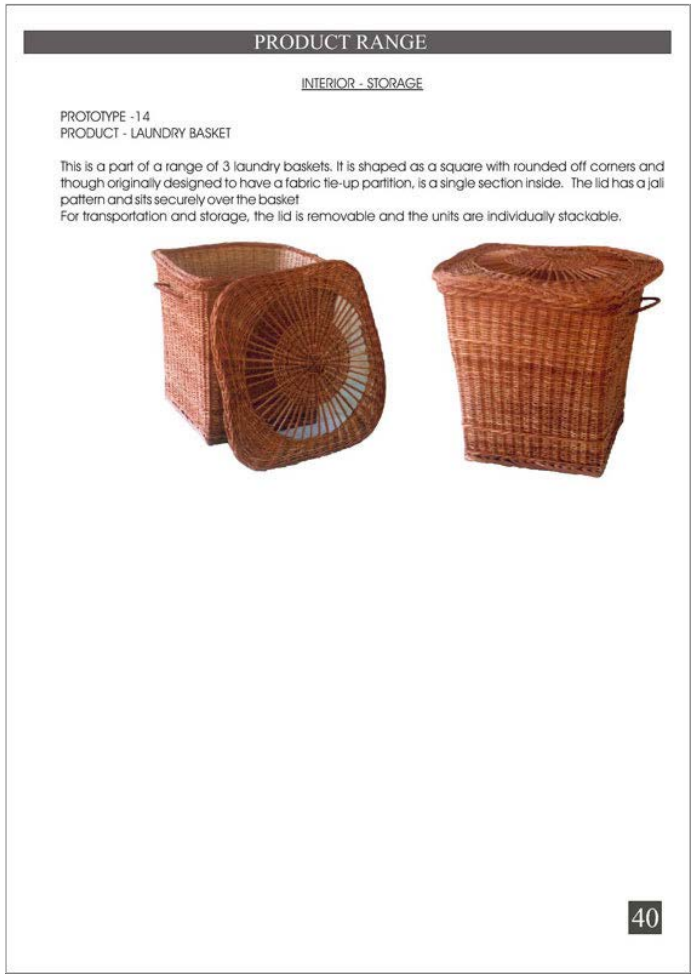
PRODUCT RANGE

INTERIOR - STORAGE

PROTOTYPE -14
PRODUCT - LAUNDRY BASKET

This is a part of a range of 3 laundry baskets. It is shaped as a square with rounded off corners and though originally designed to have a fabric tie-up partition, is a single section inside. The lid has a jali pattern and sits securely over the basket
For transportation and storage, the lid is removable and the units are individually stackable.

40

PRODUCT RANGE

INTERIOR - STORAGE

PROTOTYPE -15
PRODUCT - CD RACK

This is a table top product and is designed taking into consideration the jali pattern, which has been so placed that each slot takes in Cds.

PROTOTYPE -16
PRODUCT - CD HOLDER

This is a table top product and is designed taking into consideration the jali pattern, which has been so placed that each slot takes in 1 or 2 Cds. There is a wood knob at the top as a handle

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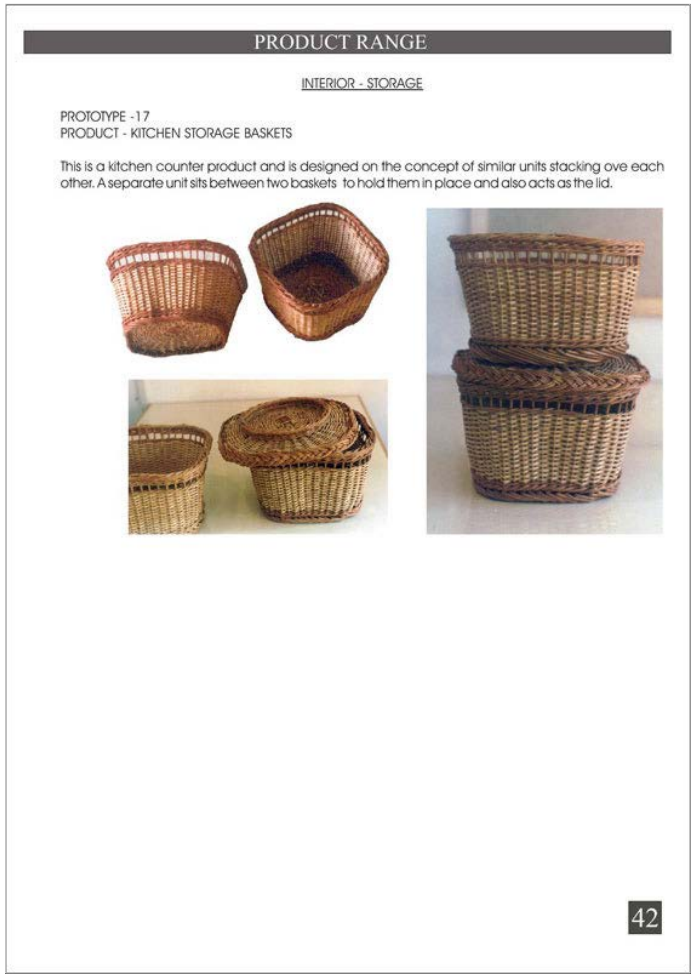
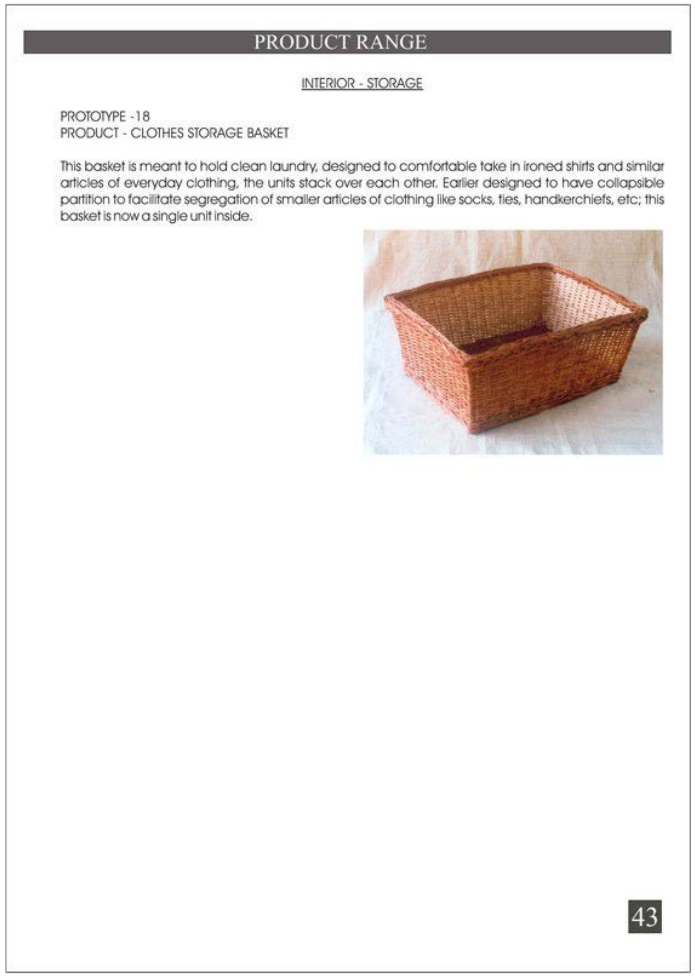

PRODUCT RANGE

INTERIOR - STORAGE

PROTOTYPE -17
PRODUCT - KITCHEN STORAGE BASKETS

This is a kitchen counter product and is designed on the concept of similar units stacking ove each other. A separate unit sits between two baskets to hold them in place and also acts as the lid.

42


PRODUCT RANGE

INTERIOR - STORAGE

PROTOTYPE -18
PRODUCT - CLOTHES STORAGE BASKET

This basket is meant to hold clean laundry, designed to comfortable take in ironed shirts and similar articles of everyday clothing, the units stack over each other. Earlier designed to have collapsible partition to facilitate segregation of smaller articles of clothing like socks, ties, handkerchiefs, etc; this basket is now a single unit inside.

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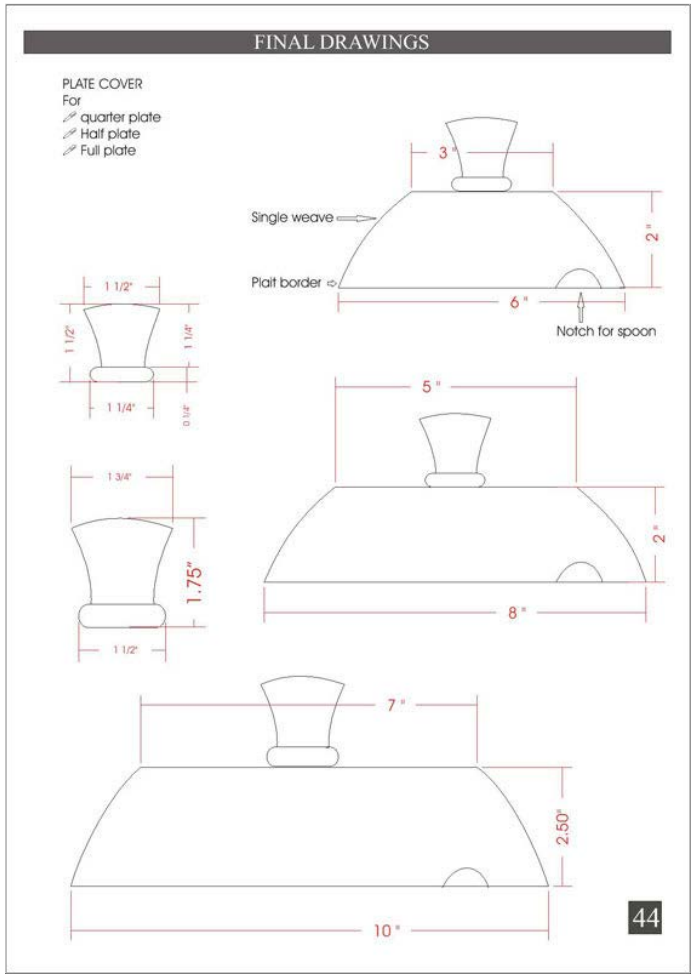

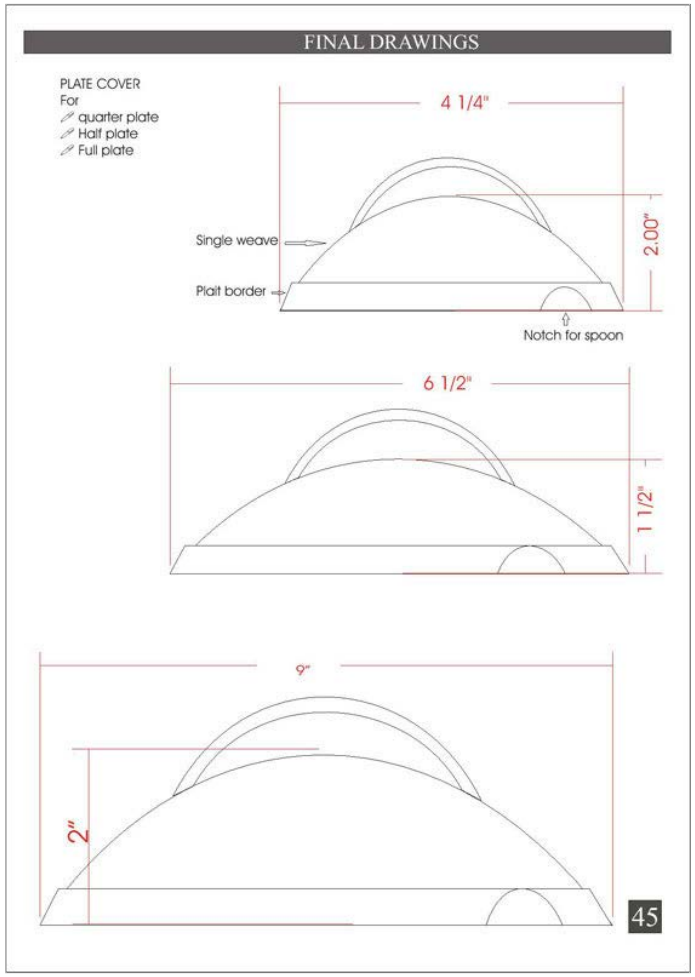

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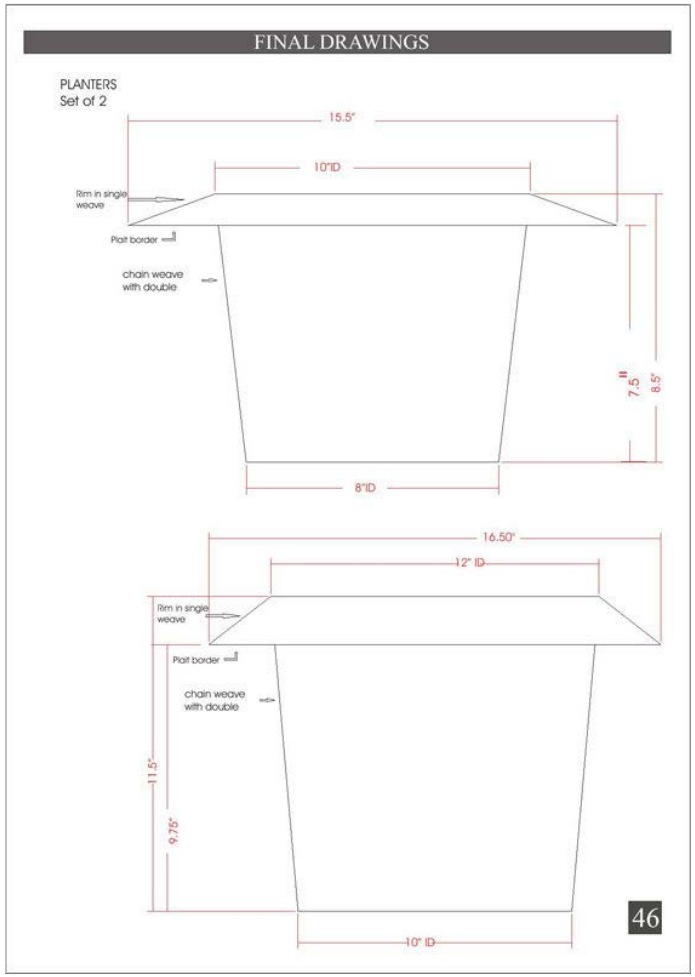

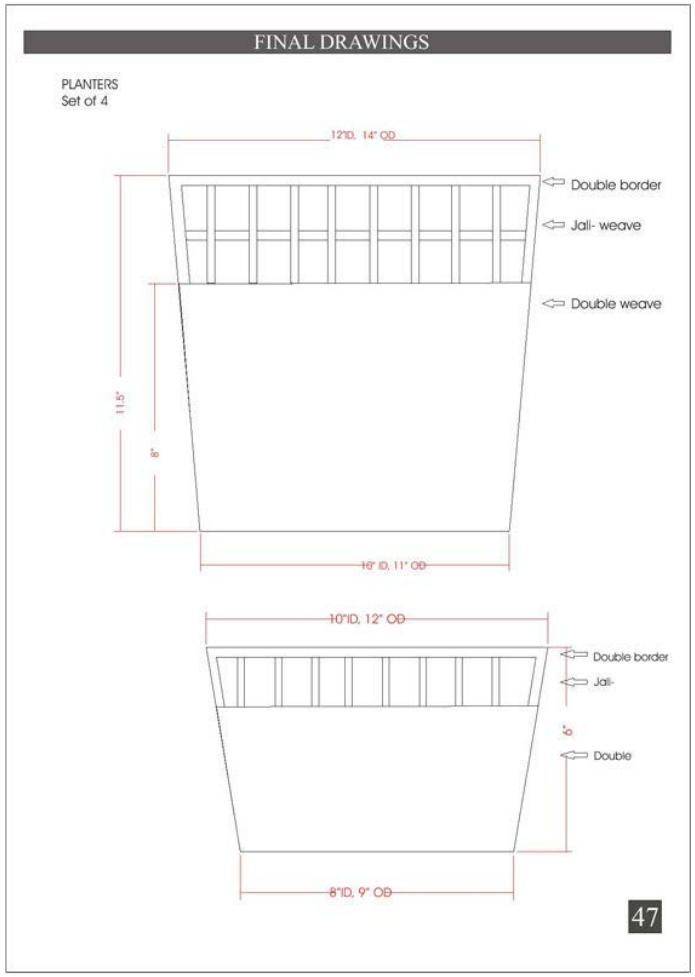

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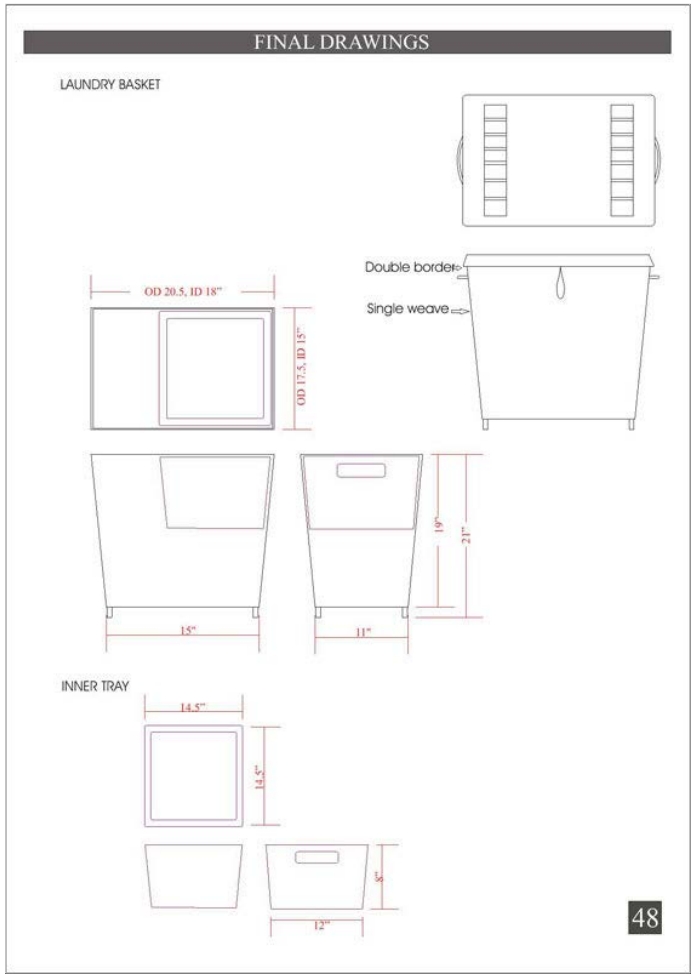

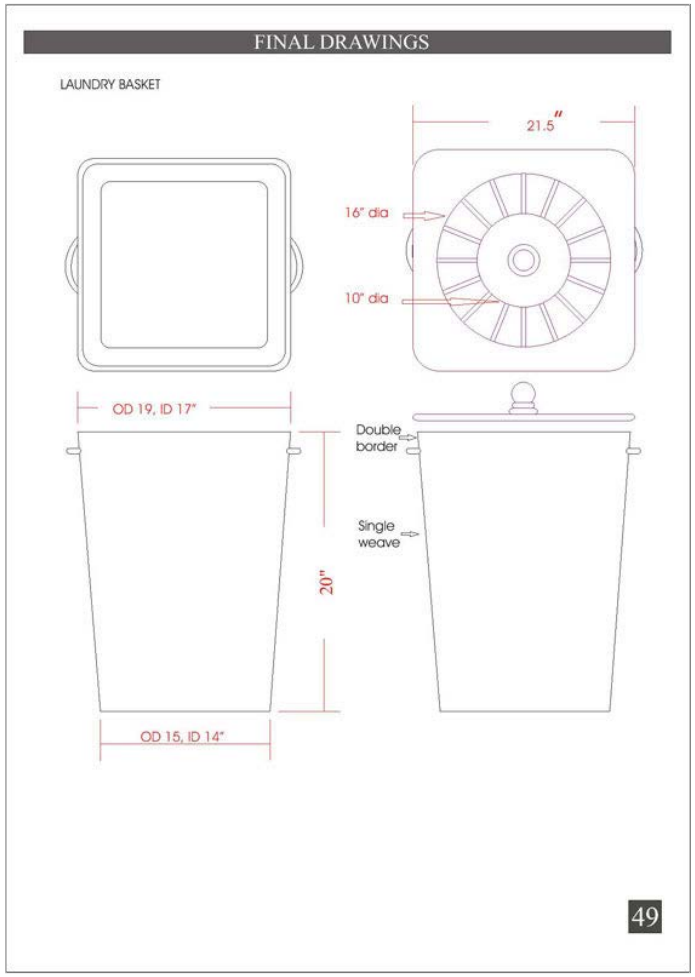

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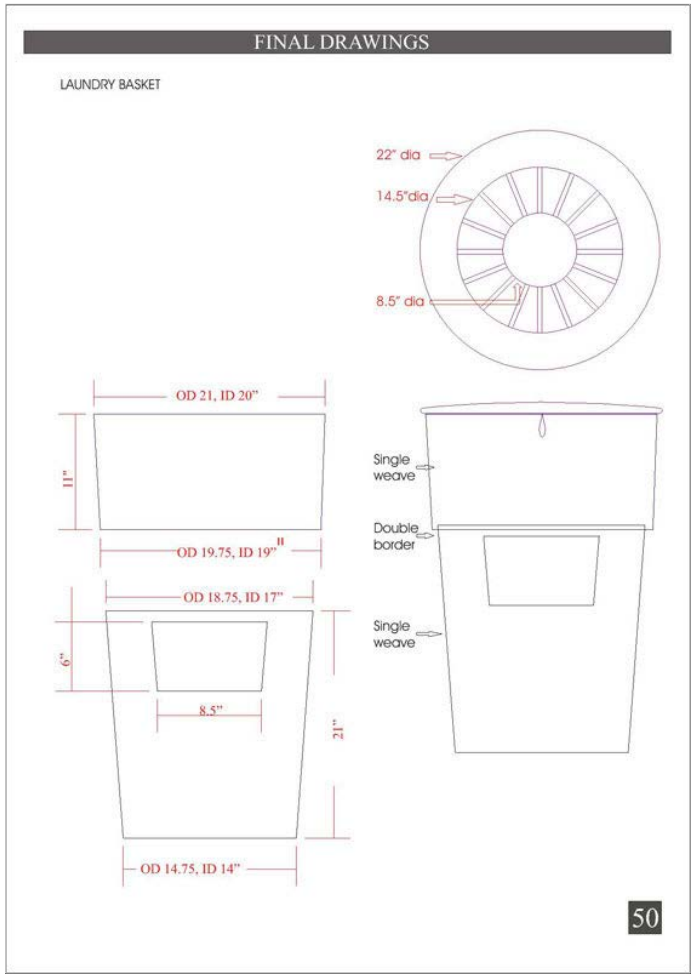

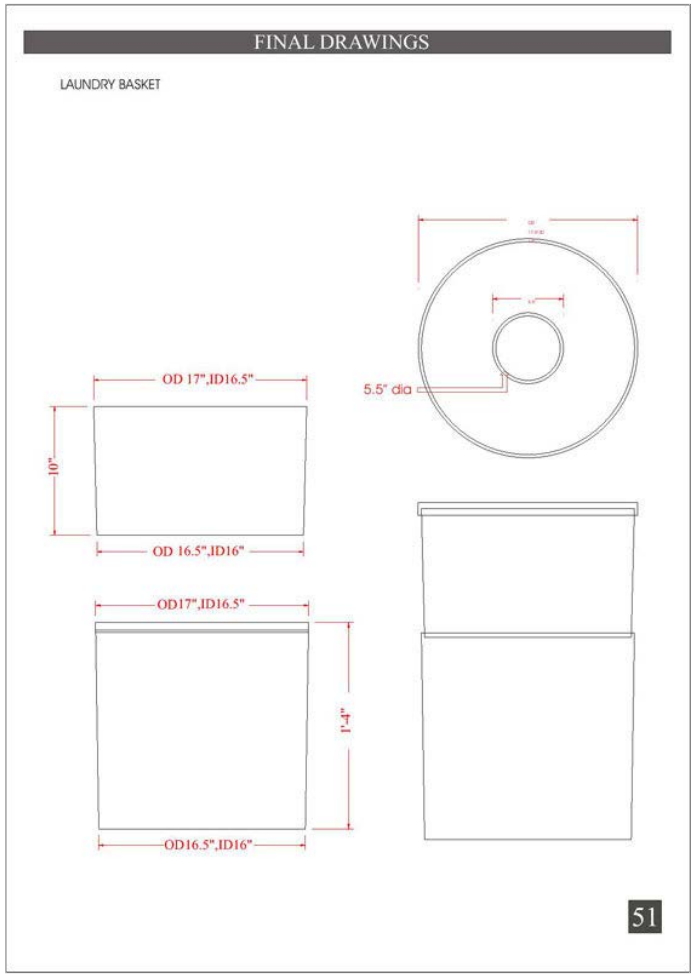

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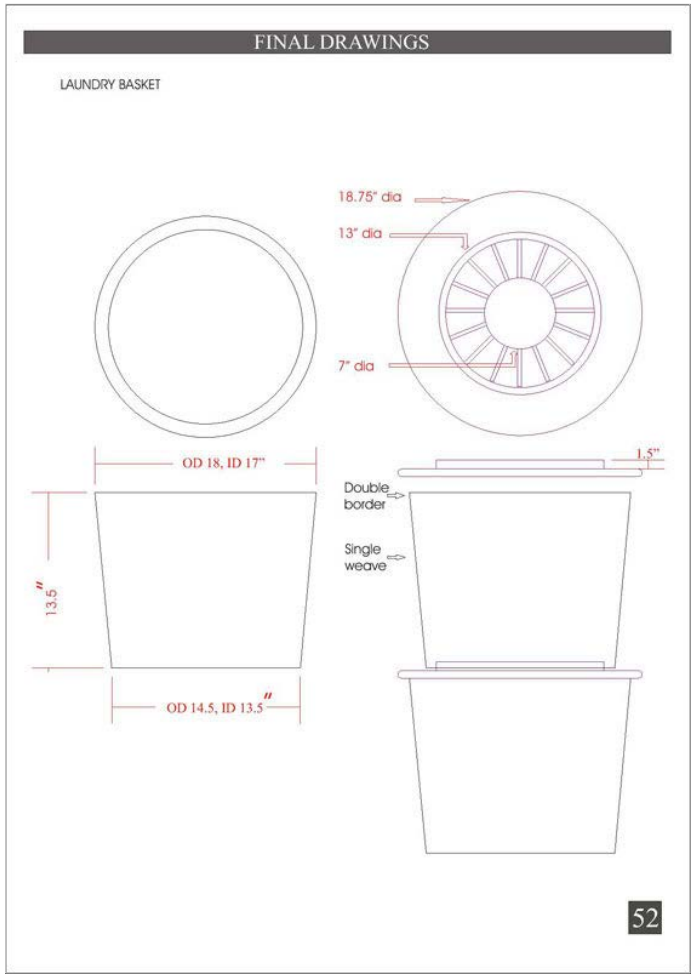

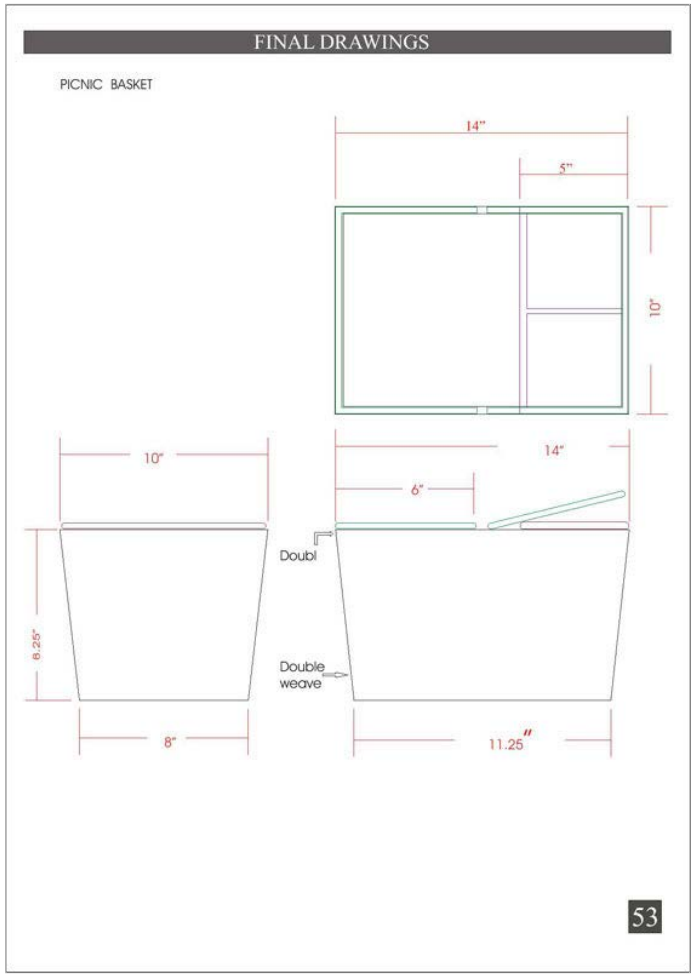

Design Resource

Willow Wicker

Design Development and Training Workshop

by
Iti Sethi
Craft Development Institute, Srinagar

Source:
https://dsource.in/resource/willow-wicker/slide-show

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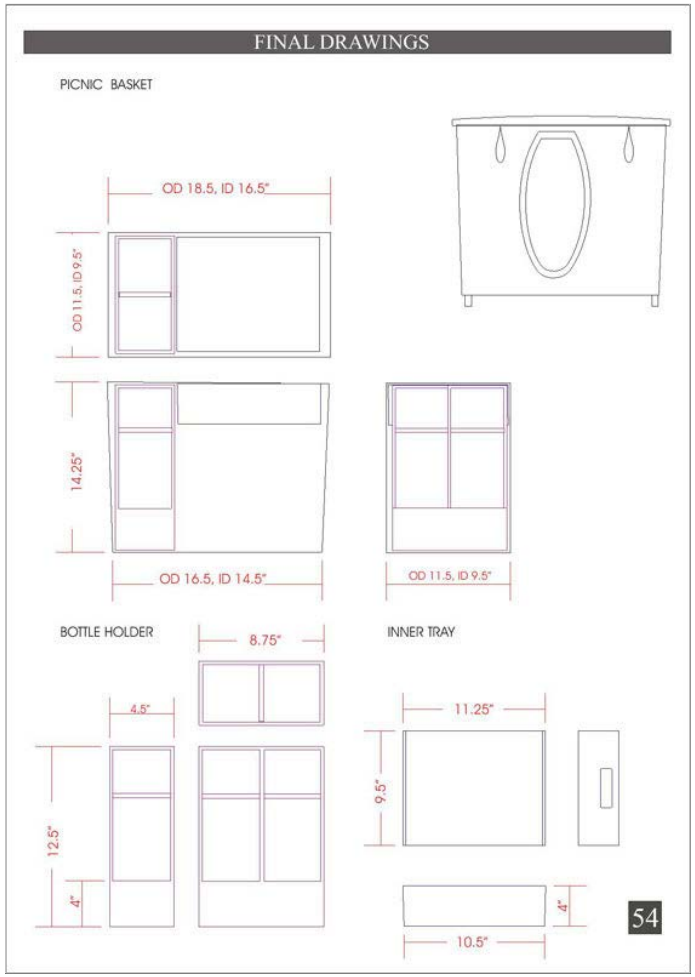
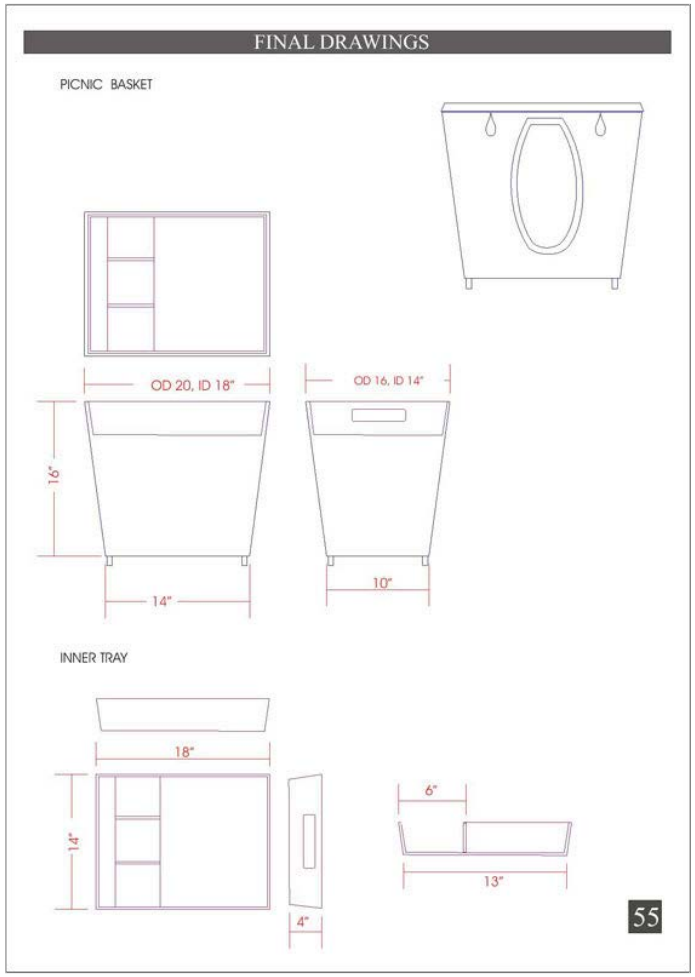
2. Slide Show
3. Contact Details





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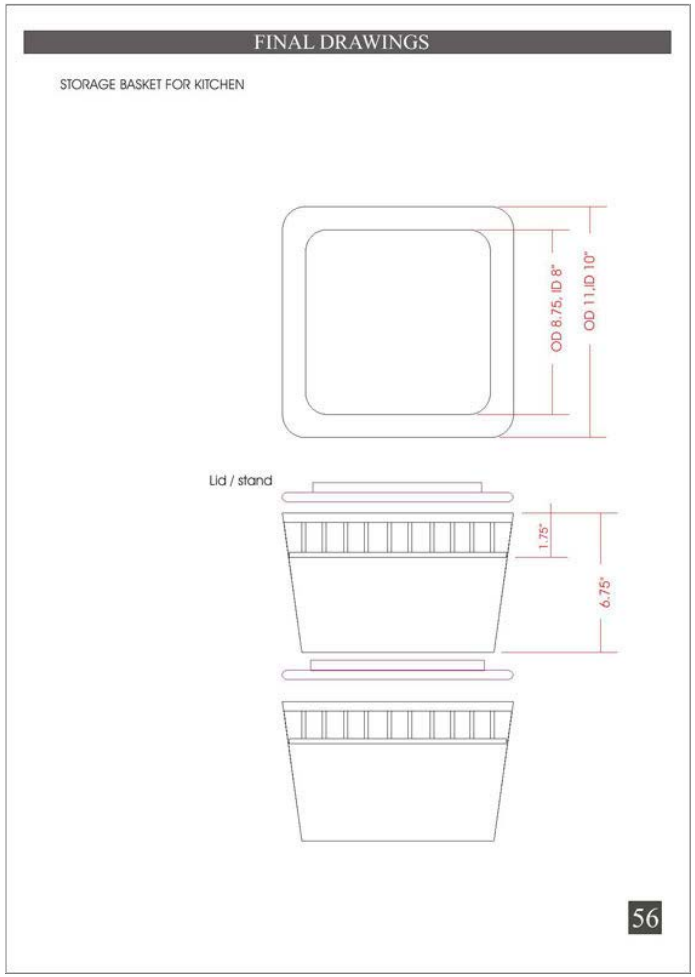

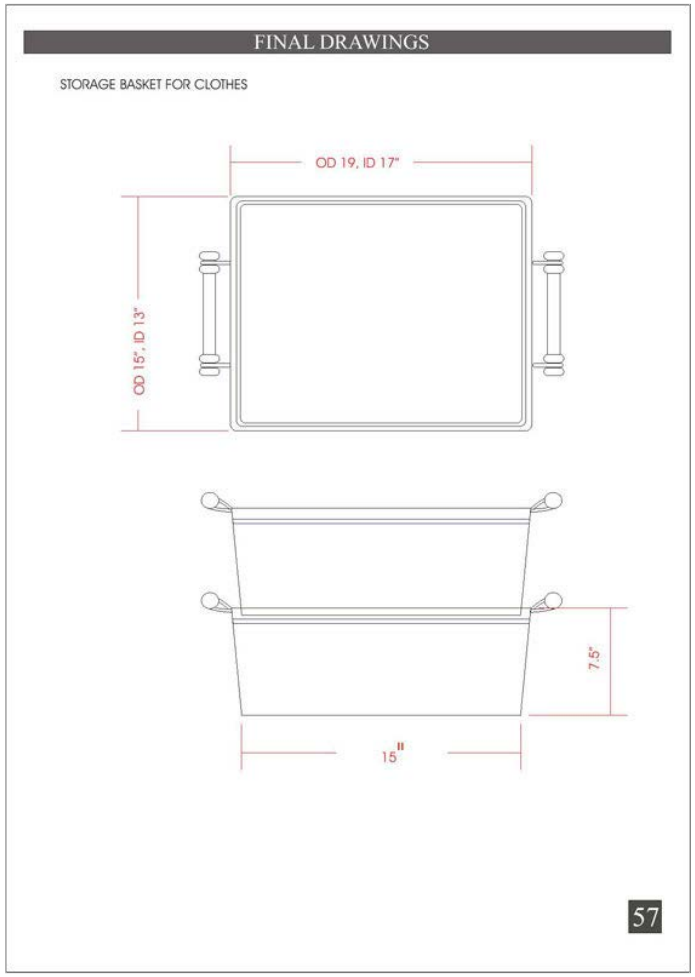

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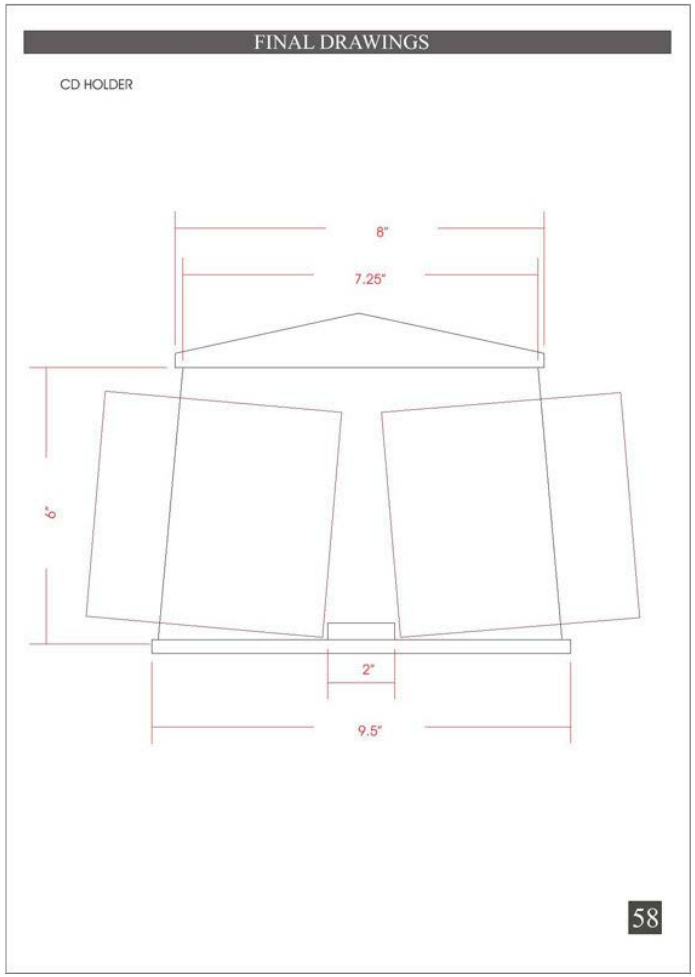

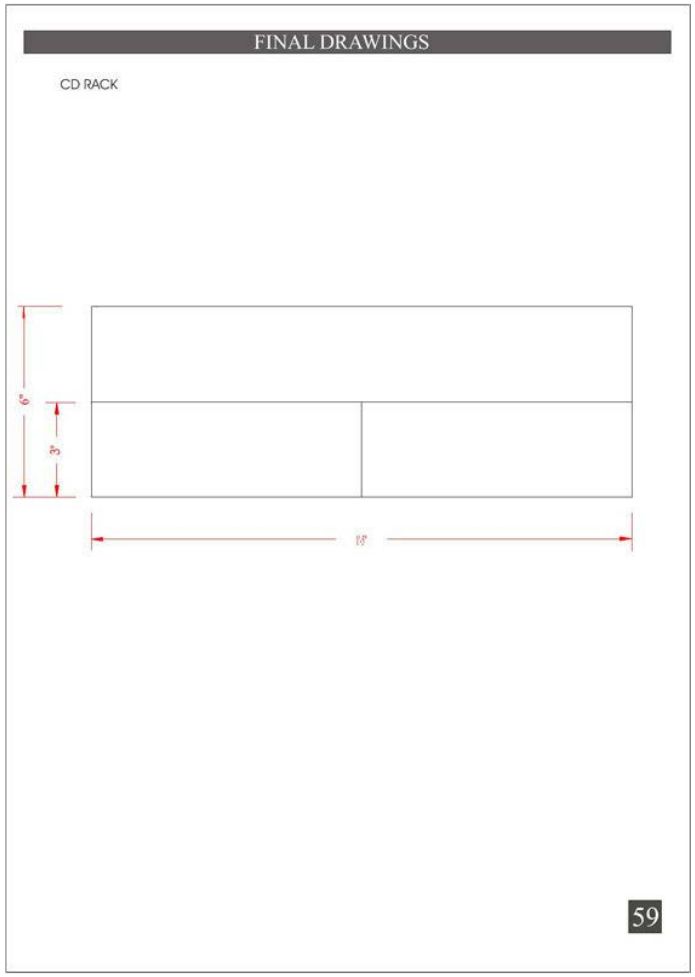

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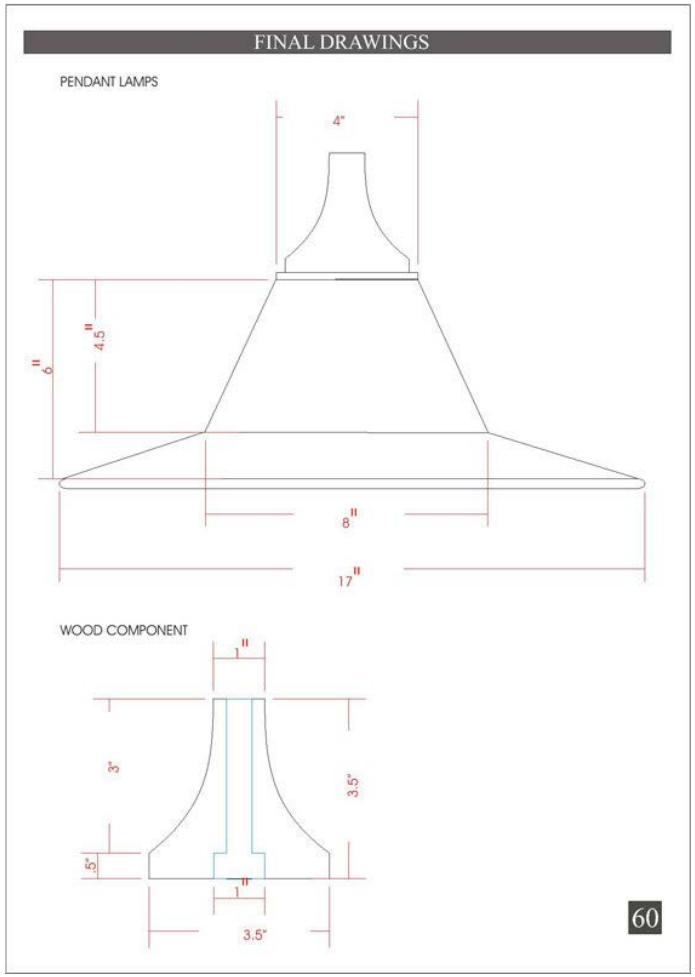

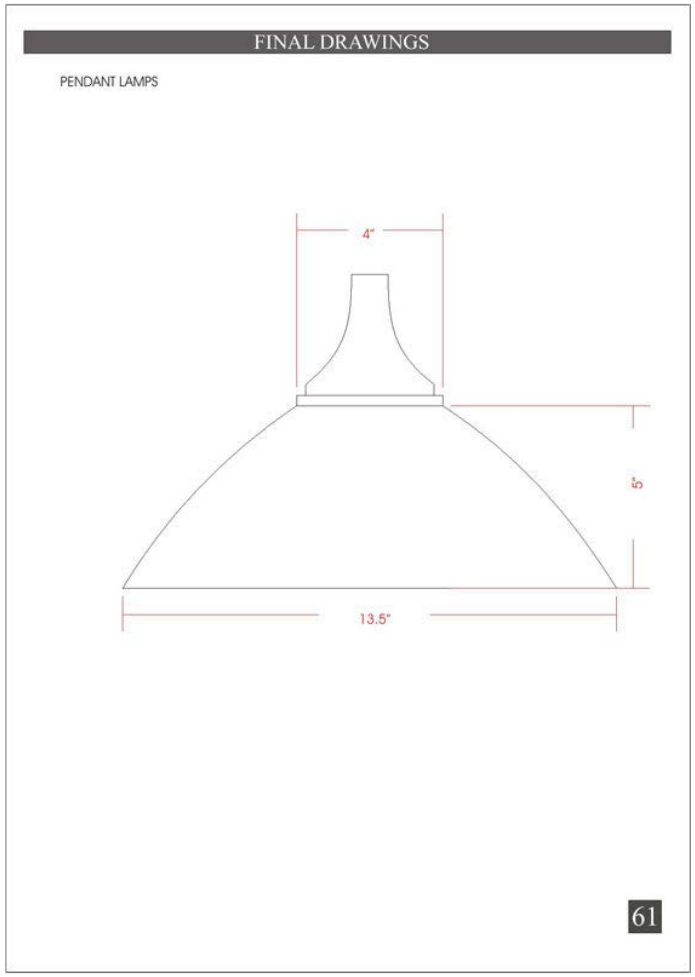

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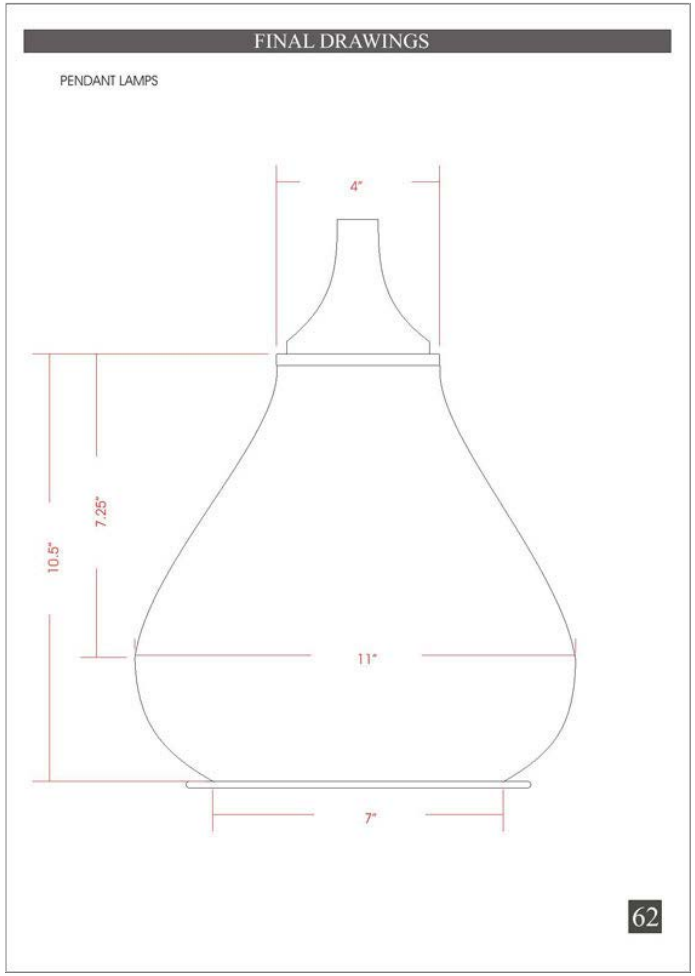
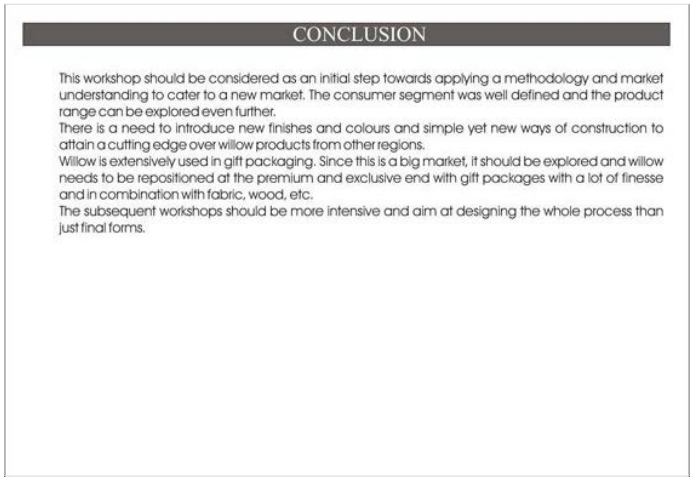


FEEDBACK
The products developed during the workshop were primarily developed for the domestic market and more specifically for NATURE BAZAAR 04 which was organised by DASTAKAAR, an NGO which has worked a lot with artisans and in craft sector. Subsequently the products were also displayed in IGHF Autumn 04.
The overall response to the products was good especially planters and mats were found to be in huge demand.
Marketing of the products was also tried with "Industree" Bangalore based NGO, which is into promotion and marketing of Natural Fibres.It as generally found that the products of willow wicker are in huge demand as the products are completely made out of natural materials.
The artisans who participated in the workshop appreciated the design inputs and felt that such design workshops should be a regular feature. It was the interest sparked by this design program that some of the participants also participated in other design development workshop like one held by "Industree" at New Delhi.


CONCLUSION
This workshop should be considered as an initial step towards applying a methodology and market understanding to cater to a new market. The consumer segment was well defined and the product range can be explored even further.
There is a need to introduce new finishes and colours and simple yet new ways of construction to attain a cutting edge over willow products from other regions.
Willow is extensively used in gift packaging. Since this is a big market, it should be explored and willow needs to be repositioned at the premium and exclusive end with gift packages with a lot of finesse and in combination with fabric, wood, etc.
The subsequent workshops should be more intensive and aim at designing the whole process than just final forms.

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This Project was done by Accessory Designer Iti Sethi. These craft development studies were undertaken by Designers for CDI, Srinagar and have been contributed by Mr. Farooki, Director, The Craft Development Institute (CDI), Srinagar.

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